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CITIZENS COINAGE ADVISORY COMMITTEE

MEETING

Wednesday, October 25, 2017

3:00 p.m.

Sharon Bowen

US Mint

801 9th St., NW

Washington, DC 20220

(202) 354-7371

Reported by: Samuel Honig

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A P P E A R A N C E S

MADAM CHAIR MARY LANNIN

ERIK JANSEN

MICHAEL MORAN

JEANNE STEVENS-SOLLMAN

THOMAS URAM

HERMAN VIOLA

APRIL STAFFORD

GREG WEINMAN

HEIDI WASTWEET

ROBERT HOGE

JOE MENNA

PHEBE HEMPHILL

PIA PYLE

VERNA JONES, American Legion

JAMES WHEELER American Legion

SCOTT MILLER, American Legion

JAMES BACA, American Legion

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C O N T E N T S

PAGE

American Legion 100th Anniversary Commemorative	8
Coin Program, Public Law 115-65, Discussion of concepts and themes.	
Bob Dole Congressional Gold Medal.	32

1 P R O C E E D I N G S

2 MS. LANNIN: Okay. Good afternoon. I'd like
3 to call this meeting of the Citizens Coinage
4 Advisory Committee for Wednesday, October 25,
5 2017. And before we begin, I would like to ask
6 the members of the committee to say their name and
7 state present when I call your name. Robert Hoge?
8 No one yet. Erik Jansen?

9 MR. JANSEN: Erik Jansen here.

10 MS. LANNIN: Erik. Michael Moran?

11 MR. MOAN: Mike Moran here.

12 MS. LANNIN: Michael Moran, nice to hear from
13 you. Jeanne Stevens-Sollman?

14 MS. STEVENS-SOLLMAN: Jeanne Stevens-Sollman
15 here.

16 MS. LANNIN: Hi, Jean. Thomas Uram?

17 MR. URAM: Present.

18 MS. LANNIN: Present. All right. Herman
19 Viola?

20 MR. VIOLA: Herman Viola here.

21 MS. LANNIN: Well, Herman, how are you?

22 MR. VIOLA: Not bad. Thank you.

1 MS. LANNIN: Heidi Wastweet? Robert Hoge, do
2 we have you?

3 MS. STAFFORD: While we wait for, to see if
4 other CCAC members join us, is Greg Weinman on the
5 line?

6 MR. WEINMAN: I'm here. I'm here in
7 Philadelphia with Joe and Phebe.

8 MS. STAFFORD: Wonderful. Thank you for
9 joining us.

10 MS. LANNIN: Hello from Philly.

11 MR. WEINMAN: Joe Menna and Phebe Hemphill.

12 MS. LANNIN: All right.

13 MS. STAFFORD: Thank you.

14 MR. JANSEN: Madam Chair, what's our, what's
15 our quorum needs?

16 MS. LANNIN: One, one more person, Erik.

17 MR. JANSEN: Seven. Okay. Thank you.

18 MS. LANNIN: Yes.

19 MR. JANSEN: Who are you expecting to be on
20 the call?

21 MS. LANNIN: I'm expecting Robert Hoge and
22 Heidi to also be on the call with us. And for the

1 record, the people that have been unable to join
2 us today are Kareem Abdul-Jabbar, Donald Scarinci,
3 and Dennis Tucker. So we are waiting to get a
4 quorum. We need one more person to call in.

5 MS. STAFFORD: While we have someone here
6 reaching out to both of those CCAC members who
7 have committed to participating and while we do
8 that, if I could just ask for anyone on the phone,
9 we have a transcriber here at headquarters, and if
10 you wouldn't mind identifying yourself so that the
11 transcriber could include that information in the
12 minutes, that would be wonderful.

13 And again, I want to thank all of the
14 participants today, especially our CCAC members
15 for your, you making yourselves available again to
16 meet with us on these two very important programs.
17 We made you aware the last time we met that due to
18 schedules and requested production timetables, we
19 needed to very quickly gather and meet on both the
20 Bob Dole Congressional Gold Medal, as well as
21 discuss concepts and themes for the American
22 Legion Commemorative Coin Program. So truly thank

1 you so much for giving so generously of your time.

2 We very, very much appreciate it.

3 Greg, if I could ask, the first item on our
4 agenda is the American Legion 100th Anniversary
5 Commemorative Coin Program discussion of concepts
6 and themes. Do we need a quorum for that?

7 Because perhaps we could go ahead and begin
8 sharing background information. Would that be
9 okay?

10 MR. WEINMAN: I don't have a problem with
11 sharing the background information, but really the
12 CCAC can't start commenting in any, until we have
13 a seventh member.

14 MS. STAFFORD: Okay.

15 MS. LANNIN: Do we have Robert Hoge yet?

16 MS. WEINMAN: Not just yet. At this point
17 it's essentially an admin meeting.

18 MS. STAFFORD: Understood. So Madam Chair
19 asked if perhaps Robert Hoge or Heidi Wastweet had
20 a chance to join us. Are either of you on the
21 line? Okay. So --

22 MS. LANNIN: Okay. Then April, I would, if

1 it's okay, with Greg's blessing, I would like to
2 ask you to begin talking about the background for
3 the American Legion.

4 MS. STAFFORD: Sure.

5 MS. LANNIN: Do we have American Legion
6 liaisons that would like to introduce themselves
7 and slowly speak their name, please?

8 MS. STAFFORD: We have, we have with us Verna
9 Jones, the Executive Director of the American
10 Legion. She's located in Washington, DC. Verna
11 Jones is our official liaison to this program and
12 I believe Ms. Jones has brought with her a team
13 of, of people to contribute to this discussion.
14 Verna, could I ask you to introduce your team?

15 MS. JONES: Yes, thank you so much. Thank you
16 for taking your time to talk to us today. And I'm
17 Verna Jones, Executive Director of the American
18 Legion National Headquarters in the Washington, DC
19 office. And with us we have James Baca, who is
20 the Director of Marketing, and Scott Miller,
21 Deputy Director of Marketing and Strategic
22 Alliance.

1 MS. STAFFORD: Thank you so much. So I will
2 provide background information about the America
3 Legion, and as everyone knows, we're here to
4 discuss concepts and themes that will be
5 incorporated into the artist's brief. So when
6 they begin their design development for this
7 three-coin program they can, they can have as much
8 information as possible to be as successful as
9 possible.

10 So first we'll talk about background
11 information and then I'll ask Ms. Jones and her
12 counterparts to provide additional information.
13 And as Greg noted, we will need a seventh member
14 of the CCAC in order to, to receive the members'
15 feedback on what the artists might additionally
16 want to consider. Okay.

17 So it is Public Law 115-65, The American
18 Legion 100th Anniversary Coin Act, that requires
19 the Secretary of the Treasury to mint and issue
20 five dollar gold coins, one dollar silver coins,
21 and half dollar clad coins in recognition and
22 celebration of the 100th Anniversary of the

1 American Legion. The act specifies that the
2 design of these coins, quote, "Shall be emblematic
3 of the American Legion."

4 The American Legion was formed March 15th
5 through 17th in the year 1919 in Paris, France by
6 members of the US Expeditionary Forces occupying
7 Europe after the Armistice that ended World War I
8 four months earlier. Having fought their way to
9 victory through the trenches, on the seas, and in
10 the air, these combat weary troops were not
11 convinced that they had just won the war-to-end-
12 all-wars, and in fact, history would prove them
13 correct.

14 As formative meetings continued later in the
15 United States, the American Legion's founders
16 further determined that the organization would be
17 strictly nonpartisan, open to men and women alike
18 no matter their ethnic backgrounds, religious
19 affiliations, or political persuasions.

20 At the first national convention in November
21 of 1919, the Legion's constitution and bylaws
22 would be adopted and committees would be

1 officially appointed to lead the organization in
2 four areas of concentration: veterans, youth,
3 defense, and Americanism. I'm just going to
4 repeat that because these areas would later be
5 referred to as the four pillars of the American
6 Legion service, and in fact, it really is critical
7 to their story and, and their guiding principles.
8 Again, the four pillars include veterans, youth,
9 defense, and Americanism.

10 The American Legion, the largest veterans
11 organization in the United States, has recorded
12 hundreds of accomplishments over the last century,
13 including advocacy for and oversight of the
14 Veterans Administration, disaster relief response,
15 the GI Bill, numerous youth programs, fund raising
16 for monuments and memorials honoring military
17 service, and many, many other things.

18 In addition to input on themes or devices for
19 the individual coins, we at the United States Mint
20 would appreciate the CCAC's advice on how to best
21 represent the American Legion across the three
22 coins in the series, gold, silver, and clad, as

1 well as what the artist might consider how the
2 obverse and reverse of each of those coins work
3 together to tell the story. For example, the
4 committee is familiar with the Boys Town
5 Commemorative Coin Program that featured a past,
6 present, and future theme across their three-coin
7 program.

8 For example, one option that, that might be
9 considered, because this is a three-coin program,
10 is using one coin to depict and reflect the
11 founding of the American Legion with the other
12 side being the American Legion emblem, and then
13 using the other two coins to use one side each to
14 depict the four pillars, one coin focusing on
15 defense and veterans, two of the four pillars, and
16 the third coin to focus on youth and the concept
17 of Americanism, the remaining four pillars. So
18 that's just an example we wanted to, to share.

19 Again, we're very, very fortunate to have our
20 liaison to this program, Verna Jones, with us.
21 Verna, would you like to contribute a little bit
22 more information about the American Legion?

1 MS. JONES: Absolutely. Thanks. As we talked
2 earlier today it is important for us to tell our
3 story. The four pillars that we talked about,
4 each of them have a distinct meaning for the
5 people that we advocate for.

6 The American Legion has been founded on the
7 principles of taking care of our youth, taking
8 care of mentoring our youth, taking care of our
9 veterans, strong national defense, and promoting
10 patriotism and pride. And the things that we
11 talked about this morning, so many of the symbols
12 are things that are representative of the American
13 Legion. We could go on and on and on. Faithful
14 and the words For God and Country. The Eiffel
15 Tower.

16 So many of those things could talk about the
17 American Legion and, you know, who we are, what we
18 represent. But one message, a big message that we
19 want to get across is our strong, passionate
20 advocacy for this nation, for our veterans, and
21 love for our country.

22 MS. STAFFORD: Thank you. And I'd like to

1 invite any of your colleagues to contribute some
2 thoughts.

3 MS. LANNIN: Sure. James?

4 MR. WHEELER: As Verna said, one of the
5 focuses for, for us is For God and Country and
6 we'd really like to see that on one of the coins.
7 It's kind of our, our anchor point that has
8 carried us since 1919. As Verna said, there's
9 just so much history within the organization.
10 We've provided a document that, that covers so
11 much and it would be hard to cover in a 30 minute
12 phone conversation, much less in a two minute
13 introduction.

14 But we're just excited about it. We're
15 willing to answer any questions to help on the
16 organization and what they've done. And also our
17 tie into some of our founders, Theodore Roosevelt,
18 Jr. being one of our founders of the organization,
19 the first founder of the organization, the son of
20 the eldest Roosevelt, President Roosevelt.

21 Also as you look at some of the other coins -
22 I mentioned this earlier today - we have the

1 Apollo coin and it's interesting that Neil
2 Armstrong who was a member of that mission has
3 also participated in the American Legion program
4 that focuses on our youth and Americanism as the
5 American Legion Boys State program. So we have a
6 strong tie into the nation and all over. Scott,
7 anything to add?

8 MR. MILLER: No, James. Thank you. I think I
9 would rather just open it up to the, to the
10 committee for any of their comments or questions
11 being, being cognizant of everyone's time.

12 MR. JANSEN: I believe Heidi is on the line
13 now.

14 MS. LANNIN: Heidi, welcome. Thank you very
15 much. Is Robert --

16 MS. WASTWEET: Sorry I'm late.

17 MS. LANNIN: Is Robert Hoge on the line?

18 MR. HOGE: Yes, he is. Hello.

19 MS. LANNIN: Great. Thank you so much for
20 both being here. We now officially have a quorum
21 and we can talk about this.

22 MS. STAFFORD: Wonderful. So just to, just to

1 note, I'm hearing the possible inclusion of the
2 inscription For God and Country stated by our
3 liaisons. In fact, those are the first four words
4 of the American Legion preamble. The preamble is
5 recited at every American Legion meeting. Is that
6 correct?

7 MS. JONES: Yes, that's correct. Every
8 official meeting of the American Legion.

9 MS. STAFFORD: Excellent. Okay. So Madam
10 Chair, obviously our liaisons and the
11 representatives from the American Legion are on
12 the line to answer any questions. But we would
13 love to get the committee's feedback on things the
14 artists might consider across this three-coin
15 program.

16 MS. LANNIN: Well, I think Robert, I'm just
17 going to sort of start with you if you don't mind.
18 Do you have any thoughts on some design concepts
19 for this?

20 MR. HOGE: I have a couple of general
21 suggestions that had occurred to me. First of
22 all, we have a gold piece, a silver piece, and a

1 clad piece, and I was thinking we might utilize
2 the three different formats to focus on different
3 aspects of the four pillars.

4 To me, I was thinking gold as being sort of
5 the idea of Americanism combined with youth, and
6 that would be a place perhaps to really highlight
7 the American flag. We probably want to include
8 this idea For God and Country as a motto on each
9 of the pieces. And so that might be part of the
10 motto, part of the legend.

11 For a silver piece I'm thinking of more
12 elderly people, and I think that might be
13 something really devoted to veterans. We think of
14 our aging population and our aging vets who have
15 contributed so much, you know, in their lives.
16 And, you know, the silver warriors, so to speak.

17 And for clad pieces, thinking clad as like
18 being covered, armored, and that makes me think
19 that this might be representative of armaments and
20 defense, defense of country perhaps more than the
21 silver or the gold pieces.

22 So just a couple of random thoughts there.

1 MS. LANNIN: Thank you so much, Robert. Erik,
2 what are your thoughts on this?

3 MR. JANSEN: Can you hear me?

4 MS. LANNIN: Oh, yes, loud and clear.

5 MR. JANSEN: Thank you. I want to pick up on
6 Robert's comments there because gold, silver, and
7 clad, just for the education we normally get from
8 Donald, for the hosting entity here, the -- what
9 will sell these coins is the art and the appeal
10 and not necessarily the inclusion of a perfect set
11 of your dogmatic images.

12 And I'm not saying that what you believe is
13 not important. I'm saying that this program will
14 be most successful in generating funds for you if
15 we can translate that into art that will appeal to
16 purchasers today. So I, I would just urge you
17 through this discussion and through the formation
18 of your own preferences that you bear in mind that
19 this is not so much a casting of your dogmatic
20 images as it is enticing buyers to see something
21 that rings a bell with them, causing them to make
22 the purchase.

1 And along that line, the silver dollar will be
2 your most important - almost always is in these
3 programs - contributor to net revenues which
4 ultimately will turn into funding resources for
5 you guys.

6 Now, to end that discussion, in terms of how
7 are we going to judge this art, Madam Chair?
8 Because we're going to have, I suspect as has been
9 the case recently, we're going to have designs
10 that may have been submitted for the clad that
11 maybe we choose for the silver, or gold that we
12 may demote to a silver design 'cause they work
13 better on the larger palette.

14 As a committee we've kind of been moving
15 around this and I was curious to what your
16 thoughts were as to how we might handle the
17 evaluation when we see art here in a few months.

18 MS. LANNIN: Well, Erik, as you can imagine
19 doing the minutes when we do this sort of mixing
20 and matching of designs, is it's a little tricky
21 when I have to write things up, but we should be
22 after the best combinations we can get out of the

1 art regardless of what, what the artists come up
2 with. I would hope that, that through this
3 discussion this afternoon they could begin getting
4 some ideas for logical pairings that they might
5 have.

6 I thought that Robert's comments were really
7 very thoughtful about using the clad as the
8 warrior kind of a thing. I think we all agree
9 that the silver is most important. The gold I can
10 see having the American Legion logo on it. I
11 don't necessarily think we need to have the logo
12 on all three.

13 But again, I think if we can keep our
14 discussions as clean and simple as possible when
15 we do get the art, that's going to help us put
16 everything together in the best way possible.

17 MR. JANSEN: So thank you for that. So as we
18 try to put the artists on some kind of a path of
19 inspiration or, or bound - I really don't like
20 that idea, their thinking of valued symbols - gold
21 being the premier valued coin here often is
22 thought as carrying the most overarching issues

1 the organization stands for. Silver being the
2 highest -- (music). Wow, that's a hard act to
3 follow. Can you hear me?

4 MS. LANNIN: It is -- there we go.

5 MS. STAFFORD: So, so we would request anybody
6 who is dialing in if they could mute their phones
7 if not talking and perhaps not put us on hold so
8 that we not hear all the, the hold messaging or
9 music. Apologies, Mr. Jansen.

10 MR. JANSEN: That's all right. So gold's
11 often the superior coin overarching in concepts.
12 Silver of course being the big seller, you want to
13 focus there on items that might have the most mass
14 appeal or constituent appeal. So again, stimulate
15 purchase.

16 And clad often becomes kind of a junior coin
17 that, that inherits the minor images. I'm not
18 saying we have to do that this time, but that's
19 the path these things often go down.

20 I'm a little uncomfortable in taking four
21 pillars and putting them, two of them on one, two
22 of them on the other, and then the third becomes

1 some created empty zone. I don't know how to
2 handle that. So I'll leave it to the committee to
3 maybe come up with some better ideas there.
4 However, I, I want to make sure that two points
5 are made, and I think Donald would probably make
6 these if he was here.

7 One of them is please don't give us a collage.
8 Don't give us designs that are just three or four
9 symbols, in this case the four pillars all on one
10 side with some negative space to make sure they're
11 defined one from another. Please don't do that.

12 And the second Donald'ism I'll lay out there
13 is please don't give us a military medal or a
14 military coin in this case. I don't believe the
15 American Legion is about fighting battles. I
16 believe it is about healing warriors and preparing
17 defenses. And supporting our communities both
18 from a youth and a, if I dare use the word,
19 patriotism dimension.

20 So this is not a coin featuring military
21 images, please. This is a coin that if I try to
22 resolve the four arches, or the four pillars

1 rather - and I apologize for the insult if that is
2 in fact what I'm doing - it boils down to
3 compassion, compassion for each other, compassion
4 for the commitments that are made, and compassion
5 for the futures of those to come.

6 And so please don't give us a military medal
7 with guns and soldiers and helmets. We have
8 plenty of those. That's not what this is about.
9 This is about healing and preserving, but not the
10 actual fighting.

11 MS. LANNIN: Thanks, Erik.

12 MR. JANSEN: Thank you.

13 MS. LANNIN: And thank you for, I'm sure
14 Donald appreciates the fact that you tried to
15 channel him. So that's good. Mr. Moran?
16 Michael, are you there?

17 MR. MORAN: Yeah. Yes, I'm here, Mary.

18 MS. LANNIN: Okay.

19 MR. MORAN: I want to talk to the liaisons a
20 little bit about --

21 MS. LANNIN: Please talk into your, the
22 microphone of your cell phone. We can barely hear

1 you.

2 MR. MORAN: I am. It's right up here against
3 me. Can you hear me now?

4 MS. LANNIN: Barely.

5 MR. MORAN: Oh.

6 MS. LANNIN: Okay.

7 MR. MORAN: Back here. Go to somebody else
8 and let me change something here and then you can
9 come back to me. Okay?

10 MS. LANNIN: All right. Jeanne, would you
11 mind speaking next?

12 MS. STEVENS-SOLLMAN: Yes. Thank you, Madam
13 Chair. I was intrigued by what Erik and Robert
14 had said. I believe that truly the silver dollar
15 is going to be the most important one in the set;
16 however, you know, if we present this as a set, I
17 am all for having a representation of the four
18 pillars, you know, each, each pillar being on one
19 of the coins.

20 But I have been thinking about this in the
21 last couple days and I, I think that the, For God
22 and Country, you know, that's a powerful image and

1 it would be maybe something that we could take a
2 little bit of what England has done with their
3 shield and the coins and take our flag and perhaps
4 have reminiscent pieces of the flag so that each
5 coin on one side would have a bit of, you know,
6 the stars and stripes, and then some text or God
7 and Country, you know, that we would be able to
8 sort of unite the reverses or unite the obverses
9 with some emblematic flag design.

10 That's, other than agreeing with what has been
11 said, I, I don't really have too much more to add
12 because I think this is, it will be a powerful set
13 and we need to, you know, think about what, what
14 the American Legion has done and stands for for
15 the last 100 years. So that's my comments. Thank
16 you very much.

17 MS. LANNIN: Thank you, Jeanne. Michael, have
18 you arranged your phone situation a little better?

19 MR. MORAN: Can you hear me now?

20 MS. LANNIN: Perfect.

21 MR. MORAN: Okay. I want the speak to the
22 liaisons a little bit about the process that

1 you're going to be entering into. You will be
2 seeing all the same designs presented by multiple
3 artists, designs for obverse and reverse, some the
4 same artists, some not.

5 And hopefully you will see simplified designs
6 with only one device on obverse and reverse for
7 the five dollar gold piece, and increasing
8 complexity as the diameter of the plan should
9 increase as, with the half dollar and the dollar.
10 At least that's what you should see.

11 It can be a very complex arrangement in terms
12 of choosing the final designs that come into us.
13 We like to, to ratify the client design choices,
14 but that's not always the case. You've been told
15 by Erik, and he's exactly right, that art sells
16 coins. I'm sure you'll have a good base of demand
17 from your own membership, but to sell out you'll
18 need the community's participation as well.

19 What you're going to see is probably in these
20 meetings mix and match to try and get the best
21 designs; although, in most cases the ones for the
22 five dollar gold piece will not work for the other

1 coins. We had in retrospect a very successful
2 experience with the Boys Town designs. And I
3 would suggest that you talk to them more as to
4 what the Boys Town people did in reaching out to
5 the artists in order to get the designs that were
6 generated, which were very positive and good.

7 Do not try to do too much with these coins
8 because you will fail if you do. That's my, my
9 comments, Mary.

10 MS. LANNIN: Thank you so very much, Michael.
11 Thomas Uram?

12 MR. URAM: Thank you, Madam Chairman. I agree
13 a lot with what's already been said, and one
14 thing, and the Legion might know this already, is
15 the motto that they have For God and Country was
16 actually one of the mottos that Solmon Chase and
17 James Pollack considered for our national motto
18 back in 1964.

19 And given some thought to that and then what
20 Jeanne had said about gold, what you might want to
21 do is an artist might want to consider looking at
22 the two cent piece from 1864, which has a

1 tremendous shield done by Longacre, and start that
2 as a, as a possible focal point and starting point
3 since your motto was actually discussed in 1864.

4 Having said that, also the progression of the
5 story and the pillars and about people I think is
6 what it's about, but your, your motto and your,
7 the shield and the, what the organization stands
8 for is so important. So that might be something
9 that could go on the gold piece and then the story
10 more so on the others.

11 And I think that it's already been expressed
12 that you don't want to have logo coins in any
13 shape and form that have just anything that's
14 emblematic of logos and so forth. So, and again,
15 I guess going back in history, that would be my
16 little twist on how to maybe make it relevant even
17 more than what it is. Thank you, Madam Chair.

18 MS. LANNIN: Thanks so much, Tom. Herman, are
19 you there?

20 MR. VIOLA: I am here, Madam Chair, and I find
21 this discussion quite fascinating. And I, I
22 really thought that Robert put it together very

1 nicely. Whenever I think of the American Legion,
2 I just think of patriotism and the American flag.
3 And like Jeanne said, I would think that each of
4 these coins should have some aspect of our flag
5 and the representation of patriotism without
6 falling into the trap of making it into a military
7 coin.

8 So I do think your artists are going to have a
9 lot of latitude and I would imagine we're going to
10 see a variety of designs. But I, when I think of
11 the Legion I think of people saluting. I think of
12 the flag. I think of young people. I think
13 really like the Boy Scouts, people like that.

14 So I think the committee really has hit, I
15 think, things pretty nicely and I'm looking
16 forward myself to see the kind of designs you
17 people come up with. Thank you.

18 MS. LANNIN: Thank you so much, Herman.
19 Heidi.

20 MS. WASTWEET: Hi. When I'm reading over the
21 descriptions here, there's a lot of abstract ideas
22 and not much of a visual. And as an artist I'm

1 imagining what would I use to encompass all this.
2 It's very abstract. And Erik had a great point
3 that above all these coins have to be attractive
4 so people will buy them.

5 I'll give you an example. I make a lot of
6 coins, but I don't buy a lot of coins. And I'm
7 really not a fan of baseball, but I bought the
8 baseball coin because it had the cool factor. It
9 was just a really great-looking coin. That's what
10 we're after. More important than trying to put
11 everything but the kitchen sink on here is making
12 a coin that's going to get people's attention who
13 may not even be aware of the American Legion.

14 And I think Jeanne had a great idea of using
15 the flag as a motif, and having a continuous
16 design across the coin, that would definitely give
17 it the cool factor. Trying to encompass too much
18 is just going to backfire and trying to get too
19 literal with all these ideas is going to backfire.

20 So I just urge you to focus on what's going to
21 make an attractive-looking coin. If you want to
22 put the slogan on there, God and Country, that's

1 okay. Logo's okay, but it can't be the central
2 image because it's not going to promote interest
3 from buyers. That's all I have to add.

4 MS. LANNIN: Thank you so much, Heidi. And
5 for our friends at the American Legion, the
6 liaisons that are listening, you heard us refer to
7 doing multiple backgrounds on coins extending from
8 one to another. And one thing that was mentioned
9 was the royal shield design that was used in Great
10 Britain. And the easiest thing for me to do, to
11 tell you is to look it up on Wikipedia.

12 But it is a grouping of not three coins, but
13 six coins that were minted. And when you turn
14 them over and put their reverses together, they
15 actually form a shield and the design is classic.
16 It's beautiful. It's elegant. And it will give
17 you some ideas of what, what our people are trying
18 to think of when they said we'd like to see a flag
19 continue throughout a series of these coins.

20 I think it's a, I think it's a really
21 interesting thing. So at any rate, that would be
22 my thoughts on that. Thank you very much.

1 MS. STAFFORD: Any, any feedback that our
2 liaisons or representatives from the American
3 Legion would like to add to the conversation?
4 Otherwise, we will go on to our second order of
5 business.

6 MR. URAM: Madam Chairman, the one that you
7 were speaking of was the 2015 British proof set.

8 MS. LANNIN: Right. Thank you very much. I'm
9 sure you have it too, Tom. So thank you very
10 much. The next item for discussion will be to
11 review and to discuss the candidate designs for
12 the Bob Dole Congressional Gold Metal. I'd like
13 to ask April to talk about that.

14 MS. STAFFORD: Thank you. And if our friends
15 at the American Legion would like to continue on,
16 you're most welcome. Otherwise, you, you can have
17 a great day and thank you for joining us.

18 MS. JONES: Thank you for your time.

19 MS. STAFFORD: Thank you. Okay. So there are
20 two candidate designs that we are seeking feedback
21 on, a single obverse and a single reverse. These
22 are the preferences of our liaison to this

1 program, Pia Pyle, as well as Senator Dole
2 himself. If I could just ask Pia, are you on the
3 line with us? Okay.

4 MS. PYLE: I'm here.

5 MS. STAFFORD: Oh, great. Wonderful. Thank
6 you. So I will read the design descriptions of
7 the obverse and reverse that we seek feedback on.

8 Obverse 4 features a portrait of Bob Dole with
9 the capital in the background. Inscriptions are
10 Son of Kansas, Soldier, Statesman, and Bob Dole.
11 Reverse 4 depicts a Kansas wheat field below a
12 quote from Senator Dole, 'For greatness lies not
13 in what office you hold, but in how honest you
14 are, and how you face adversity, and in your
15 willingness to stand fast in hard places.' The
16 additional inscription, Act of Congress 2017, is
17 arched across the bottom. Madam Chair?

18 MS. LANNIN: Thank you very much.

19 MS. STAFFORD: I don't know if Ms., Ms. Pyle
20 would like to say something.

21 MS. LANNIN: Ms. Pyle, would you like to say
22 anything?

1 MS. PYLE: Nothing in particular other than
2 thank you very much. This has actually been
3 really exciting for the senator to be able to sort
4 of look at these designs. And he's been, been
5 great about his feedback. It really helps to have
6 these large images for him with his sort of vision
7 problem, but he has a really good idea of what he
8 likes and where he'd like things placed. So I
9 just really appreciate everybody's flexibility
10 and, and all the hard work you do.

11 MS. LANNIN: Well, thank you very much, Ms.
12 Pyle. We try to accommodate all, all, all
13 recipients of Congressional Gold Medals in the
14 best way that we possibly can. I would like to
15 ask if there are, is any member of the committee
16 that would like to make a motion that we accept
17 both the obverse and reverse design and we can
18 vote on that?

19 MR. URAM: Second it.

20 MS. LANNIN: Tom, you said that?

21 MS. STEVENS-SOLLMAN: This is Jeanne speaking.

22 MS. LANNIN: Yes, Jeanne.

1 MS. STEVENS-SOLLMAN: Before we make a motion,
2 is there any, is there any way we can discuss the
3 -- I realize that the liaison has said this is
4 what they want, but I was wondering if this is the
5 font we want?

6 MS. LANNIN: I'm sorry. You were wondering if
7 what?

8 MS. STEVENS-SOLLMAN: The font. Is this the
9 font -- the lettering. Is this the lettering
10 style that we find most attractive for this medal?

11 MS. PYLE: Are you asking -- I'm sorry. This
12 is Pia. Were you asking me --

13 MS. LANNIN: Yes, Pia, that would be a good
14 question for you.

15 MS. STEVENS-SOLLMAN: I'm asking anybody
16 because let me -- I love, I love the obverse. It
17 think it's a very beautiful rendering of Senator
18 Dole and I love the wheat fields and everything.
19 But this, the text, the lettering, I don't know.
20 It seems like it could be a little more
21 interesting. That's all.

22 MS. PYLE: So we didn't have -- the senator

1 didn't really, he didn't really comment -- to him
2 what was more important was the quotes and then
3 the phrases on the front. And then he -- so, you
4 know, to me, to be honest with you, we just sort
5 of left it. I'm not an artist. He's not an
6 artist. You know, that maybe this was the best
7 font, you know, as far as fitting things in, how
8 it would look on the medals.

9 I'm not entirely sure if this font works best
10 for these medals or not. So I'm not sure, to be
11 honest with you.

12 MS. SEVENS-SOLLMAN: Can I, could I ask --

13 MR. JANSEN: Joe Menna would like to say
14 something if that's okay.

15 MR. MENNA: Yeah, this is Joe in Philly.

16 MS. LANNIN: Hi, Joe.

17 MS. PYLE: Oh, good.

18 MR. MENNA: One thing that I would like to say
19 is if a different font is chosen, it's going to
20 change the kerning, the spacing, and possibly the
21 size of the lettering, creating completely
22 different effects on both the obverse and reverse.

1 But that's just something to consider.

2 MS. LANNIN: Thanks for weighing in on that,
3 Joe. I appreciate that.

4 MS. MENNA: Oh, thank you.

5 MS. LANNIN: Is there any other member of the
6 committee that would like to discuss the, the
7 style of the font?

8 MR. JANSEN: Madam Chair?

9 MS. LANNIN: Yes, Erik.

10 MS. JANSEN: This is not a font question. I
11 think there's a grammatical error on the reverse.
12 I'm certain you could ask any people in my life,
13 in my family, and I'm not a grammar Nazi. I don't
14 qualify. But I think, I think the third comma is,
15 is inappropriate in that alliteration of thoughts.

16 MS. LANNIN: Are you talking about the Oxford
17 comma?

18 MR. MENNA: I don't know if it's an Oxford
19 comma or just a small comma, or a comma in this
20 font.

21 MR. JANSEN: It's an Oxford comma.

22 MS. LANNIN: It's an Oxford comma and it's

1 style choice

2 MS. MENNA: Okay. Well, normally I wouldn't
3 have a comma before and as you alliterate, head
4 into alliterate your last, or enumerate, rather,
5 your last phrase.

6 MS. LANNIN: Okay. Any other comments on the
7 style of -- I think Joe kind of told us what was
8 under consideration for using this particular font
9 and style. Is there anybody else that would like
10 to address that?

11 MR. JANSEN: With all due respect, I think the
12 mint's facing a heavy deadline here and I
13 certainly sense that. So I would encourage the
14 committee to potentially be a little less
15 demanding on this and a little more interested in
16 moving forward.

17 MS. LANNIN: All right. Thank you very much
18 for your comments, Erik. So again, is there a
19 member of the committee who would like to make a
20 motion that we accept the art for obverse 4 and
21 reverse 4 as presented to our committee today?

22 MR. HOGE: This is Robert. So moved.

1 MR. URAM: Second, Tom.

2 MS. LANNIN: Okay. So Tom is second, Robert -
3 - okay. All in favor of the motion?

4 ALL: Aye.

5 MS. LANNIN: Any opposed? The motion passes
6 unanimately. Thank you very much, ladies and
7 gentlemen. I appreciate your carving out 39
8 minutes, 40 minutes out of your day for these two
9 meetings.

10 MS. STAFFORD: And thank you, Pia, for joining
11 us.

12 MS. LANNIN: Thank you so much for everybody
13 at the American Legion as well. Thank you.

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CERTIFICATE OF NOTARY PUBLIC

I, Samuel Honig, the officer before whom the foregoing proceeding was taken, do hereby certify that the proceedings were recorded by me and thereafter reduced to typewriting under my direction; that said proceedings are a true and accurate record to the best of my knowledge, skills, and ability; that I am neither counsel for, related to, nor employed by any of the parties to the action in which this was taken; and, further, that I am not a relative or employee of any counsel or attorney employed by the parties hereto, nor financially or otherwise interested in the outcome of this action.

Samuel Honig

Notary Public in and for the

District of Columbia

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I, Penny Knight, do hereby certify that this transcript was prepared from audio to the best of my ability.

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10/30/17

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Penny Knight

1	accommodate 34:12	11:5,10,21 12:11 12:12,22 13:6,12	artist's 9:5
10/30/17 41:12	accomplishments 11:12	13:17 15:3,5 16:4 16:5,8,11 17:7	artists 9:15 16:14 20:1,18 26:3,4 27:5 29:8
100 25:15	accurate 40:6	20:10 22:15 25:14	asked 7:19
100th 3:3 7:4 9:18 9:22	act 9:18 10:1 21:2 33:16	29:1,2 30:13 31:5 32:2,15 39:13	asking 35:11,12 35:15
115-65 3:4 9:17	action 40:9,13 41:7,9	americanism 11:3 11:9 12:17 15:4 17:5	aspect 29:4
15th 10:4	actual 23:10	anchor 14:7	aspects 17:3
17th 10:5	add 15:7 25:11 31:3 32:3	anniversary 3:3 7:4 9:18,22	attention 30:12
1864 27:22 28:3	addition 11:18	answer 14:15 16:12	attorney 40:11
1919 10:5,21 14:8	additional 9:12 33:16	anybody 21:5 35:15 38:9	attractive 30:3,21 35:10
1964 27:18	address 38:10	apollo 15:1	audio 41:3
2	admin 7:17	apologies 21:9	available 6:15
2015 32:7	administration 11:14	apologize 23:1	aware 6:17 30:13
2017 1:3 4:5 33:16	adopted 10:22	appeal 18:9,15 21:14,14	aye 39:4
202 1:17	adversity 33:14	appointed 11:1	b
20220 1:16	advice 11:20	appreciate 7:2 11:20 34:9 37:3 39:7	baca 2:18 8:19
25 1:3 4:4	advocacy 11:13 13:20	applies 23:14	back 24:7,9 27:18 28:15
3	advocate 13:5	april 2:8 7:22 32:13	backfire 30:18,19
30 14:11	affiliations 10:19	arched 33:17	background 7:8 7:11 8:2 9:2,10 33:9
32 3:7	afternoon 4:2 20:3	arches 22:22	backgrounds 10:18 31:7
354-7371 1:17	agenda 7:4	areas 11:2,4	bad 4:22
39 39:7	aging 17:14,14	armaments 17:19	barely 23:22 24:4
3:00 1:4	agree 20:8 27:12	armistice 10:7	base 26:16
4	agreeing 25:10	armored 17:18	baseball 30:7,8
4 33:8,11 38:20,21	ahead 7:7	armstrong 15:2	battles 22:15
40 39:8	air 10:10	arranged 25:18	bear 18:18
8	alike 10:17	arrangement 26:11	beautiful 31:16 35:17
8 3:3	alliance 8:22	art 18:9,15 19:7 19:17 20:1,15 26:15 38:20	believe 8:12 15:12 18:12 22:14,16 24:14
801 1:15	alliterate 38:3,4	artist 12:1 27:21 29:22 36:5,6	bell 18:21
9	alliteration 37:15		best 11:20 19:22 20:16 26:20 34:14 36:6,9 40:6 41:3
9th 1:15	america 9:2		better 19:13 22:3 25:18
a	american 2:15,16 2:17,18 3:3 6:21 7:4 8:3,5,9,17 9:17 10:1,3,4,15		
abdul 6:2			
ability 40:7 41:4			
able 25:7 34:3			
absolutely 13:1			
abstract 29:21 30:2			
accept 34:16 38:20			

<p>big 13:18 21:12 bill 11:15 bit 12:21 23:20 25:2,5,22 blessing 8:1 bob 3:7 6:20 32:12 33:8,10 boils 23:2 bottom 33:17 bought 30:7 bound 20:19 bowen 1:13 boy 29:13 boys 12:4 15:5 27:2,4 brief 9:5 britain 31:10 british 32:7 brought 8:12 business 32:5 buy 30:4,6 buyers 18:20 31:3 bylaws 10:21</p>	<p>celebration 9:22 cell 23:22 cent 27:22 central 31:1 century 11:12 certain 37:12 certainly 38:13 certificate 40:1 41:1 certify 40:3 41:2 chair 2:2 5:14 7:18 16:10 19:7 24:13 28:17,20 33:17 37:8 chairman 27:12 32:6 chance 7:20 change 24:8 36:20 channel 23:15 chase 27:16 choice 38:1 choices 26:13 choose 19:11 choosing 26:12 chosen 36:19 citizens 1:1 4:3 clad 9:21 11:22 17:1,17,17 18:7 19:10 20:7 21:16 classic 31:15 clean 20:14 clear 18:4 client 26:13 cognizant 15:11 coin 3:4 6:22 7:5 9:7,18 12:5,6,9,10 12:14,16 15:1 16:14 20:21 21:11 21:16 22:14,20,21 25:5 29:7 30:8,9 30:12,16,21 coinage 1:1 4:3 coins 9:20,20,21 10:2 11:19,22</p>	<p>12:2,13 14:6,21 18:9 24:19 25:3 26:16 27:1,7 28:12 29:4 30:3,6 30:6 31:7,12,13 31:19 collage 22:7 colleagues 14:1 columbia 40:19 combat 10:10 combinations 19:22 combined 17:5 come 20:1 22:3 23:5 24:9 26:12 29:17 comma 37:14,17 37:19,19,19,21,22 38:3 commemorative 3:3 6:22 7:5 12:5 comment 36:1 commenting 7:12 comments 15:10 18:6 20:6 25:15 27:9 38:6,18 commitments 23:4 committed 6:7 committee 1:1 4:4 4:6 12:4 15:10 19:14 22:2 29:14 34:15 37:6 38:14 38:19,21 committee's 16:13 committees 10:22 communities 22:17 community's 26:18 compassion 23:3,3 23:3,4 completely 36:21</p>	<p>complex 26:11 complexity 26:8 concentration 11:2 concept 12:16 concepts 3:5 6:21 7:5 9:4 16:18 21:11 congress 33:16 congressional 3:7 6:20 32:12 34:13 consider 9:16 12:1 16:14 27:21 37:1 consideration 38:8 considered 12:9 27:17 constituent 21:14 constitution 10:21 continue 31:19 32:15 continued 10:14 continuous 30:15 contribute 8:13 12:21 14:1 contributed 17:15 contributor 19:3 convention 10:20 conversation 14:12 32:3 convinced 10:11 cool 30:8,17 correct 10:13 16:6 16:7 counsel 40:8,11 41:6 counterparts 9:12 country 13:14,21 14:5 16:2 17:8,20 24:22 25:7 27:15 30:22 couple 16:20 17:22 24:21</p>
<p>c</p>			
<p>c 2:1 3:1 4:1 call 4:3,7 5:20,22 6:4 candidate 32:11 32:20 capital 33:9 care 13:7,8,8 carried 14:8 carrying 20:22 carving 39:7 case 19:9 22:9,14 26:14 cases 26:21 casting 18:19 cause 19:12 causing 18:21 ccac 5:4 6:6,14 7:12 9:14 ccac's 11:20</p>			

<p>course 21:12 cover 14:11 covered 17:18 covers 14:10 created 22:1 creating 36:21 critical 11:6 curious 19:15</p>	<p>devices 11:18 devoted 17:13 dialing 21:6 diameter 26:8 different 17:2,2 36:19,22 dimension 22:19 direction 40:5 director 8:9,17,20 8:21 disaster 11:14 discuss 6:21 9:4 32:11 35:2 37:6 discussed 28:3 discussion 3:4 7:5 8:13 18:17 19:6 20:3 28:21 32:10 discussions 20:14 distinct 13:4 district 40:19 document 14:10 dogmatic 18:11,19 doing 19:19 23:2 31:7 dole 3:7 6:20 32:12 33:1,8,10 33:12 35:18 dollar 9:20,20,21 19:1 24:14 26:7,9 26:9,22 donald 6:2 18:8 22:5 23:14 donald'ism 22:12 don't 7:10 20:19 22:1,7,11,13 23:6 25:11 28:12 30:6 33:19 37:13 due 6:17 38:11</p>	<p>education 18:7 effects 36:22 eiffel 13:14 either 7:20 elderly 17:12 eldest 14:20 elegant 31:16 emblem 12:12 emblematic 10:2 25:9 28:14 employed 40:8,11 41:7 employee 40:10 empty 22:1 encompass 30:1 30:17 encourage 38:13 ended 10:7 england 25:2 entering 26:1 enticing 18:20 entirely 36:9 entity 18:8 enumerate 38:4 erik 2:3 4:8,9,10 5:16 18:1 19:18 23:11 24:13 26:15 30:2 37:9 38:18 error 37:11 especially 6:14 essentially 7:17 ethnic 10:18 europe 10:7 evaluation 19:17 everybody 39:12 everybody's 34:9 everyone's 15:11 exactly 26:15 example 12:3,8,18 30:5 excellent 16:9 excited 14:14 exciting 34:3</p>	<p>executive 8:9,17 expecting 5:19,21 expeditionary 10:6 experience 27:2 expressed 28:11 extending 31:7</p>
<p>d</p>	<p>e</p>	<p>f</p>	
<p>d 4:1 dare 22:18 date 41:13 day 32:17 39:8 days 24:21 dc 1:16 8:10,18 deadline 38:12 defense 11:3,9 12:15 13:9 17:20 17:20 defenses 22:17 defined 22:11 definitely 30:16 demand 26:16 demanding 38:15 demote 19:12 dennis 6:3 depict 12:10,14 depicts 33:11 deputy 8:21 descriptions 29:21 33:6 design 9:6 10:2 16:18 19:12 25:9 26:13 30:16 31:9 31:15 33:6 34:17 designs 19:9,20 22:8 26:2,3,5,12 26:21 27:2,5 29:10,16 32:11,20 34:4 determined 10:16 development 9:6 device 26:6</p>	<p>e 2:1,1 3:1 4:1,1 earlier 10:8 13:2 14:22 easiest 31:10</p>	<p>face 33:14 facing 38:12 fact 10:12 11:6 16:3 23:2,14 factor 30:8,17 fail 27:8 faithful 13:13 falling 29:6 familiar 12:4 family 37:13 fan 30:7 far 36:7 fascinating 28:21 fast 33:15 favor 39:3 featured 12:5 features 33:8 featuring 22:20 feedback 9:15 16:13 32:1,20 33:7 34:5 field 33:11 fields 35:18 fighting 22:15 23:10 final 26:12 financially 40:12 41:8 find 28:20 35:10 first 7:3 9:10 10:20 14:19 16:3 16:21 fitting 36:7 five 9:20 26:7,22 flag 17:7 25:3,4,9 29:2,4,12 30:15</p>	

<p>31:18 flexibility 34:9 focal 28:2 focus 12:16 17:2 21:13 30:20 focuses 14:5 15:4 focusing 12:14 follow 21:3 font 35:5,8,9 36:7 36:9,19 37:7,10 37:20 38:8 forces 10:6 foregoing 40:3 form 28:13 31:15 formation 18:17 formative 10:14 formats 17:2 formed 10:4 forth 28:14 fortunate 12:19 forward 29:16 38:16 fought 10:8 founded 13:6 founder 14:19 founders 10:15 14:17,18 founding 12:11 four 10:8 11:2,5,8 12:14,15,17 13:3 16:3 17:3 21:20 22:8,9,22,22 24:17 france 10:5 friends 31:5 32:14 front 36:3 fund 11:15 funding 19:4 funds 18:14 further 10:16 40:10 future 12:6 futures 23:5</p>	<p style="text-align: center;">g</p> <p>g 4:1 gather 6:19 general 16:20 generated 27:6 generating 18:14 generously 7:1 gentlemen 39:7 getting 20:3 gi 11:15 give 22:7,8,13 23:6 30:5,16 31:16 given 27:19 giving 7:1 go 7:7 13:13 21:4 21:19 24:7 28:9 32:4 god 13:14 14:5 16:2 17:8 24:21 25:6 27:15 30:22 going 11:3 16:17 19:7,8,9 20:15 24:15 26:1,19 28:15 29:8,9 30:12,18,19,20 31:2 36:19 gold 3:7 6:20 9:20 11:22 16:22 17:4 17:21 18:6 19:11 20:9,20 26:7,22 27:20 28:9 32:12 34:13 gold's 21:10 good 4:2 23:15 26:16 27:6 34:7 35:13 36:17 grammar 37:13 grammatical 37:11 great 15:19 30:2,9 30:14 31:9 32:17 33:5 34:5</p>	<p>greatness 33:12 greg 2:9 5:4 7:3 9:13 greg's 8:1 grouping 31:12 guess 28:15 guiding 11:7 guns 23:7 guys 19:5</p> <p style="text-align: center;">h</p> <p>half 9:21 26:9 handle 19:16 22:2 hard 14:11 21:2 33:15 34:10 head 38:3 headquarters 6:9 8:18 healing 22:16 23:9 hear 4:12 18:3 21:3,8 23:22 24:3 25:19 heard 31:6 hearing 16:1 heavy 38:12 heidi 2:10 5:1,22 7:19 15:12,14 29:19 31:4 hello 5:10 15:18 helmets 23:7 help 14:15 20:15 helps 34:5 hemphill 2:13 5:11 hereto 40:11 herman 2:7 4:18 4:20,21 28:18 29:18 hi 4:16 29:20 36:16 highest 21:2 highlight 17:6 history 10:12 14:9 28:15</p>	<p>hit 29:14 hoge 2:11 4:7 5:1 5:21 7:15,19 15:17,18 16:20 38:22 hold 21:7,8 33:13 honest 33:13 36:4 36:11 honig 1:21 40:2,17 honoring 11:16 hope 20:2 hopefully 26:5 hosting 18:8 hundreds 11:12</p> <p style="text-align: center;">i</p> <p>idea 17:5,8 20:20 30:14 34:7 ideas 20:4 22:3 29:21 30:19 31:17 identifying 6:10 image 24:22 31:2 images 18:11,20 21:17 22:21 34:6 imagine 19:18 29:9 imagining 30:1 important 6:16 13:2 18:13 19:2 20:9 24:15 28:8 30:10 36:2 inappropriate 37:15 include 6:11 11:8 17:7 including 11:13 inclusion 16:1 18:10 incorporated 9:5 increase 26:9 increasing 26:7 individual 11:19 information 6:11 7:8,11 9:2,8,11,12 12:22</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>inherits 21:17 input 11:18 inscription 16:2 33:16 inscriptions 33:9 inspiration 20:19 insult 23:1 interest 31:2 interested 38:15 40:12 41:8 interesting 15:1 31:21 35:21 intrigued 24:13 introduce 8:6,14 introduction 14:13 invite 14:1 issue 9:19 issues 20:22 item 7:3 32:10 items 21:13</p>	<p>12:20 13:1 16:7 32:18 jr 14:18 judge 19:7 junior 21:16</p>	<p>largest 11:10 late 15:16 latitude 29:9 law 3:4 9:17 lay 22:12 lead 11:1 leave 22:2 left 36:5 legend 17:10 legion 2:15,16,17 2:18 3:3 6:22 7:4 8:3,5,10,18 9:3,18 10:1,3,4 11:6,10 11:21 12:11,12,22 13:6,13,17 15:3,5 16:4,5,8,11 20:10 22:15 25:14 27:14 29:1,11 30:13 31:5 32:3,15 39:13 legion's 10:15,21 lettering 35:9,9,19 36:21 liaison 8:11 12:20 32:22 35:3 liaisons 8:6 16:3 16:10 23:19 25:22 31:6 32:2 lies 33:12 life 37:12 likes 34:8 line 5:5 7:21 15:12 15:17 16:12 19:1 33:3 listening 31:6 literal 30:19 little 12:21 19:20 21:20 23:20 25:2 25:18,22 28:16 35:20 38:14,15 lives 17:15 located 8:10 logical 20:4</p>	<p>logo 20:10,11 28:12 logo's 31:1 logos 28:14 longacre 28:1 look 14:21 31:11 34:4 36:8 looking 27:21 29:15 30:9,21 lot 27:13 29:9,21 30:5,6 loud 18:4 love 13:21 16:13 35:16,16,18</p>
<p>j</p>	<p>k</p>	<p>m</p>	<p>madam 2:2 5:14 7:18 16:9 19:7 24:12 27:12 28:17 28:20 32:6 33:17 37:8 making 6:15 29:6 30:11 march 10:4 marketing 8:20,21 mary 2:2 23:17 27:9 mass 21:13 match 26:20 matching 19:20 matter 10:18 meaning 13:4 medal 3:7 6:20 22:13 23:6 35:10 medals 34:13 36:8 36:10 meet 6:16,19 meeting 1:2 4:3 7:17 16:5,8 meetings 10:14 26:20 39:9 member 7:13 9:13 15:2 34:15 37:5 38:19</p>
<p>jabbar 6:2 james 2:16,18 8:19 14:3 15:8 27:17 jansen 2:3 4:8,9,9 5:14,17,19 15:12 18:3,5 20:17 21:9 21:10 23:12 36:13 37:8,10,21 38:11 jean 4:16 jeanne 2:5 4:13,14 24:10 25:17 27:20 29:3 30:14 34:21 34:22 joe 2:12 5:7,11 36:13,15,16 37:3 38:7 join 5:4 6:1 7:20 joining 5:9 32:17 39:10 jones 2:15 8:9,11 8:12,15,17 9:11</p>	<p>kansas 33:10,11 kareem 6:2 keep 20:13 kerning 36:20 kind 14:7 19:14 20:8,18 21:16 29:16 38:7 kitchen 30:11 knight 41:2,13 know 13:17 17:15 17:16 22:1 24:16 24:18,22 25:5,7 25:13 27:14 33:19 35:19 36:4,6,7 37:18 knowledge 40:7 knows 9:3</p>	<p>l</p>	<p>ladies 39:6 lannin 2:2 4:2,10 4:12,16,18,21 5:1 5:10,12,16,18,21 7:15,22 8:5 14:3 15:14,17,19 16:16 18:1,4 19:18 21:4 23:11,13,18,21 24:4,6,10 25:17 25:20 27:10 28:18 29:18 31:4 32:8 33:18,21 34:11,20 34:22 35:6,13 36:16 37:2,5,9,16 37:22 38:6,17 39:2,5,12 large 34:6 larger 19:13</p>

<p>members 4:6 5:4 6:6,14 9:14 10:6 membership 26:17 memorials 11:16 men 10:17 menna 2:12 5:11 36:13,15,18 37:4 37:18 38:2 mentioned 14:22 31:8 mentoring 13:8 message 13:18,18 messaging 21:8 met 6:17 metal 32:12 michael 2:4 4:10 4:12 23:16 25:17 27:10 microphone 23:22 mike 4:11 military 11:16 22:13,14,20 23:6 29:6 miller 2:17 8:20 15:8 mind 6:10 16:17 18:18 24:11 minor 21:17 mint 1:14 9:19 11:19 mint's 38:12 minted 31:13 minute 14:11,12 minutes 6:12 19:19 39:8,8 mission 15:2 mix 26:20 mixing 19:19 moan 4:11 months 10:8 19:17 monuments 11:16 moran 2:4 4:10,11 4:12 23:15,17,19</p>	<p>24:2,5,7 25:19,21 morning 13:11 motif 30:15 motion 34:16 35:1 38:20 39:3,5 motto 17:8,10 27:15,17 28:3,6 mottos 27:16 moved 38:22 moving 19:14 38:16 multiple 26:2 31:7 music 21:2,9 mute 21:6</p> <hr/> <p style="text-align: center;">n</p> <hr/> <p>n 2:1 3:1,1 4:1 name 4:6,7 8:7 nation 13:20 15:6 national 8:18 10:20 13:9 27:17 nazi 37:13 necessarily 18:10 20:11 need 6:4 7:6 9:13 20:11 25:13 26:18 needed 6:19 needs 5:15 negative 22:10 neil 15:1 neither 40:7 41:6 net 19:3 nice 4:12 nicely 29:1,15 nonpartisan 10:17 normally 18:7 38:2 notary 40:1,18 note 16:1 noted 9:13 november 10:20 numerous 11:15 nw 1:15</p>	<p style="text-align: center;">o</p> <p>o 3:1 4:1 obverse 12:2 26:3 26:6 32:21 33:7,8 34:17 35:16 36:22 38:20 obverses 25:8 obviously 16:10 occupying 10:6 occurred 16:21 october 1:3 4:4 office 8:19 33:13 officer 40:2 official 8:11 16:8 officially 11:1 15:20 oh 18:4 24:5 33:5 36:17 37:4 okay 4:2 5:17 7:9 7:14,21,22 8:1 9:16 16:9 23:18 24:6,9 25:21 31:1 31:1 32:19 33:3 36:14 38:2,6 39:2 39:3 ones 26:21 open 10:17 15:9 opposed 39:5 option 12:8 order 9:14 27:5 32:4 organization 10:16 11:1,11 14:9,16,18,19 21:1 28:7 outcome 40:12 41:8 overarching 20:22 21:11 oversight 11:13 oxford 37:16,18 37:21,22</p>	<p style="text-align: center;">p</p> <p>p 2:1,1 4:1 p.m. 1:4 page 3:2 pairings 20:4 palette 19:13 paris 10:5 part 17:9,10 participants 6:14 participated 15:3 participating 6:7 participation 26:18 particular 34:1 38:8 parties 40:9,11 41:7 passes 39:5 passionate 13:19 path 20:18 21:19 patriotism 13:10 22:19 29:2,5 penny 41:2,13 people 6:1 8:13 13:5 17:12 27:4 28:5 29:11,12,13 29:17 30:4 31:17 37:12 people's 30:12 perfect 18:10 25:20 person 5:16 6:4 persuasions 10:19 phebe 2:13 5:7,11 philadelphia 5:7 philly 5:10 36:15 phone 6:8 14:12 23:22 25:18 phones 21:6 phrase 38:5 phrases 36:3 pia 2:14 33:1,2 35:12,13 39:10</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>pick 18:5 piece 16:22,22 17:1,11 26:7,22 27:22 28:9 pieces 17:9,17,21 25:4 pillar 24:18 pillars 11:5,8 12:14,15,17 13:3 17:3 21:21 22:9 22:22 24:18 28:5 place 17:6 placed 34:8 places 33:15 plan 26:8 please 8:7 22:7,11 22:13,21 23:6,21 plenty 23:8 point 7:16 14:7 28:2,2 30:2 points 22:4 political 10:19 pollack 27:17 population 17:14 portrait 33:8 positive 27:6 possible 9:8,9 16:1 20:14,16 28:2 possibly 34:14 36:20 potentially 38:14 powerful 24:22 25:12 preamble 16:4,4 preferences 18:18 32:22 premier 20:21 prepared 41:3 preparing 22:16 present 4:7,17,18 12:6 24:16 presented 26:2 38:21</p>	<p>preserving 23:9 president 14:20 pretty 29:15 pride 13:10 principles 11:7 13:7 probably 17:7 22:5 26:19 problem 7:10 34:7 proceeding 40:3 proceedings 40:4 40:6 process 25:22 production 6:18 program 3:4 6:22 7:5 8:11 9:7 12:5 12:7,9,20 15:3,5 16:15 18:13 33:1 programs 6:16 11:15 19:3 progression 28:4 promote 31:2 promoting 13:9 proof 32:7 prove 10:12 provide 9:2,12 provided 14:10 public 3:4 9:17 40:1,18 purchase 18:22 21:15 purchasers 18:16 put 20:15,18 21:7 28:22 30:10,22 31:14 putting 21:21 pyle 2:14 33:1,4 33:19,21 34:1,12 35:11,22 36:17</p>	<p>questions 14:15 15:10 16:12 quickly 6:19 quite 28:21 quorum 5:15 6:4 7:6 15:20 quote 10:2 33:12 quotes 36:2</p> <p style="text-align: center;">r</p> <p>r 2:1 4:1 raising 11:15 random 17:22 rate 31:21 ratify 26:13 reaching 6:6 27:4 read 33:6 reading 29:20 realize 35:3 really 7:11 11:6 14:6 17:6,13 20:6 20:19 25:11 28:22 29:13,14 30:7,9 31:20 34:3,5,7,9 36:1,1 receive 9:14 recipients 34:13 recited 16:5 recognition 9:21 record 6:1 40:6 recorded 11:11 40:4 reduced 40:5 refer 31:6 referred 11:5 reflect 12:10 regardless 20:1 related 40:8 41:6 relative 40:10 relevant 28:16 relief 11:14 religious 10:18 remaining 12:17 reminiscent 25:4</p>	<p>rendering 35:17 repeat 11:4 reported 1:21 represent 11:21 13:18 representation 24:17 29:5 representative 13:12 17:19 representatives 16:11 32:2 request 21:5 requested 6:18 requires 9:18 resolve 22:22 resources 19:4 respect 38:11 response 11:14 retrospect 27:1 revenues 19:3 reverse 12:2 26:3 26:6 32:21 33:7 33:11 34:17 36:22 37:11 38:21 reverses 25:8 31:14 review 32:11 right 4:18 5:12 21:10 24:2,10 26:15 32:8 38:17 rings 18:21 robert 2:11 4:7 5:1,21 7:15,19 15:15,17 16:16 18:1 24:13 28:22 38:22 39:2 robert's 18:6 20:6 roosevelt 14:17,20 14:20 royal 31:9</p> <p style="text-align: center;">s</p> <p>s 2:1 3:1 4:1 saluting 29:11</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>samuel 1:21 40:2 40:17 saying 18:12,13 21:18 scarinci 6:2 schedules 6:18 scott 2:17 8:20 15:6 scouts 29:13 seas 10:9 second 22:12 32:4 34:19 39:1,2 secretary 9:19 see 5:3 14:6 18:20 19:17 20:10 26:5 26:10,19 29:10,16 31:18 seeing 26:2 seek 33:7 seeking 32:20 sell 18:9 26:17 seller 21:12 sells 26:15 senator 33:1,12 34:3 35:17,22 sense 38:13 series 11:22 31:19 service 11:6,17 set 18:10 24:15,16 25:12 32:7 seven 5:17 sevens 36:12 seventh 7:13 9:13 shape 28:13 share 12:18 sharing 7:8,11 sharon 1:13 shield 25:3 28:1,7 31:9,15 side 12:12,13 22:10 25:5 silver 9:20 11:22 16:22 17:11,16,21 18:6 19:1,11,12</p>	<p>20:9 21:1,12 24:14 simple 20:14 simplified 26:5 single 32:21,21 sink 30:11 situation 25:18 six 31:13 size 36:21 skills 40:7 slogan 30:22 slowly 8:7 small 37:19 soldier 33:10 soldiers 23:7 sollman 2:5 4:13 4:14,14 24:12 34:21 35:1,8,15 36:12 solmon 27:16 somebody 24:7 son 14:19 33:10 sorry 15:16 35:6 35:11 sort 16:17 17:4 19:19 25:8 34:3,6 36:4 space 22:10 spacing 36:20 speak 8:7 17:16 25:21 speaking 24:11 32:7 34:21 specifies 10:1 st 1:15 stafford 2:8 5:3,8 5:13 6:5 7:14,18 8:4,8 9:1 13:22 15:22 16:9 21:5 32:1,14,19 33:5 33:19 39:10 stand 33:15 stands 21:1 25:14 28:7</p>	<p>stars 25:6 start 7:12 16:17 28:1 starting 28:2 state 4:7 15:5 stated 16:2 states 10:15 11:11 11:19 statesman 33:10 stevens 2:5 4:13 4:14,14 24:12 34:21 35:1,8,15 stimulate 21:14 story 11:7 12:3 13:3 28:5,9 strategic 8:21 strictly 10:17 stripes 25:6 strong 13:9,19 15:6 style 35:10 37:7 38:1,7,9 submitted 19:10 successful 9:8 18:14 27:1 suggest 27:3 suggestions 16:21 superior 21:11 supporting 22:17 sure 8:4 14:3 22:4 22:10 23:13 26:16 32:9 36:9,10 suspect 19:8 symbols 13:11 20:20 22:9</p>	<p>talking 8:2 21:7 37:16 team 8:12,14 tell 12:3 13:2 31:11 terms 19:6 26:11 text 25:6 35:19 thank 4:22 5:8,13 5:17 6:13,22 8:15 8:15 9:1 13:22 15:8,14,19 18:1,5 20:17 23:12,13 24:12 25:15,17 27:10,12 28:17 29:17,18 31:4,22 32:8,9,14,17,18 32:19 33:5,18 34:2,11 37:4 38:17 39:6,10,12 39:13 thanks 13:1 23:11 28:18 37:2 theme 12:6 themes 3:5 6:21 7:6 9:4 11:18 theodore 14:17 thing 20:8 27:14 31:8,10,21 36:18 things 11:17 13:10 13:12,16 16:13 19:21 21:19 29:15 34:8 36:7 think 15:8 16:16 17:12,13,18 20:8 20:11,13 22:5 24:21 25:12,13 28:5,11 29:1,2,3,8 29:10,11,11,12,12 29:14,15 30:14 31:18,20,20 35:17 37:11,14,14 38:7 38:11 thinking 17:1,4,11 17:17 20:20 24:20</p>
		t	
		<p>t 3:1,1 take 25:1,3 taken 40:3,9 talk 8:16 9:10 13:16 15:21 23:19 23:21 27:3 32:13 talked 13:1,3,11</p>	

<p>third 12:16 21:22 37:14 thomas 2:6 4:16 27:11 thought 20:6,22 27:19 28:22 thoughtful 20:7 thoughts 14:2 16:18 17:22 18:2 19:16 31:22 37:15 three 9:7 11:21 12:6,9 16:14 17:2 20:12 22:8 31:12 tie 14:17 15:6 time 6:17 7:1 8:16 15:11 21:18 32:18 timetables 6:18 today 6:2,14 8:16 13:2 14:22 18:16 38:21 told 26:14 38:7 tom 28:18 32:9 34:20 39:1,2 tower 13:15 town 12:4 27:2,4 transcriber 6:9,11 41:1 transcript 41:3 translate 18:15 trap 29:6 treasury 9:19 tremendous 28:1 trenches 10:9 tricky 19:20 tried 23:14 troops 10:10 true 40:6 truly 6:22 24:14 try 20:18 22:21 26:20 27:7 34:12 trying 30:10,17,18 31:17 tucker 6:3</p>	<p>turn 19:4 31:13 twist 28:16 two 6:16 12:13,15 14:12 21:21,21 22:4 27:22 32:20 39:8 typewriting 40:5</p> <p style="text-align: center;">u</p> <p>ultimately 19:4 unable 6:1 unanimously 39:6 uncomfortable 21:20 understood 7:18 unite 25:8,8 united 10:15 11:11,19 uram 2:6 4:16,17 27:11,12 32:6 34:19 39:1 urge 18:16 30:20 use 12:13 22:18 30:1 utilize 17:1</p> <p style="text-align: center;">v</p> <p>valued 20:20,21 variety 29:10 verna 2:15 8:8,10 8:14,17 12:20,21 14:4,8 veterans 11:2,8,10 11:14 12:15 13:9 13:20 17:13 vets 17:14 victory 10:9 viola 2:7 4:19,20 4:20,22 28:20 vision 34:6 visual 29:22 vote 34:18</p>	<p style="text-align: center;">w</p> <p>wait 5:3 waiting 6:3 want 6:13 9:16 13:19 17:7 18:5 21:12 22:4 23:19 25:21 27:20,21 28:12 30:21 35:4 35:5 wanted 12:18 war 10:7,11 warrior 20:8 warriors 17:16 22:16 wars 10:12 washington 1:16 8:10,18 wastweet 2:10 5:1 7:19 15:16 29:20 way 10:8 20:16 34:14 35:2 we've 14:10 19:14 weary 10:10 wednesday 1:3 4:4 weighing 37:2 weinman 2:9 5:4,6 5:11 7:10,16 welcome 15:14 32:16 wheat 33:11 35:18 wheeler 2:16 14:4 wikipedia 31:11 willing 14:15 willingness 33:15 women 10:17 won 10:11 wonderful 5:8 6:12 15:22 33:5 wondering 35:4,6 word 22:18 words 13:14 16:3 work 12:2 19:12 26:22 34:10</p>	<p>works 36:9 world 10:7 wouldn't 38:2 wow 21:2 write 19:21</p> <p style="text-align: center;">y</p> <p>yeah 23:17 36:15 year 10:5 years 25:15 young 29:12 youth 11:2,8,15 12:16 13:7,8 15:4 17:5 22:18</p> <p style="text-align: center;">z</p> <p>zone 22:1</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------