



THE
GEORGE C. MARSHALL
FOUNDATION

THE STRATEGIST

Spring 2017

The Newsletter of the George C. Marshall Foundation



TWO DISTINGUISHED AMERICANS TO RECEIVE MARSHALL FOUNDATION AWARDS ON JUNE 7

Henry Kissinger, former U.S. Secretary of State, will receive the George C. Marshall Foundation Award, and Michael R. Bloomberg, founder of Bloomberg LP and Bloomberg Philanthropies, will receive the inaugural George C. Marshall Foundation Humanitarian Award at a gala evening at the Intrepid Sea, Air & Space Museum in New York City on June 7.

Dr. Kissinger will be recognized for a lifetime dedicated to supporting free enterprise and democracy throughout the globe and for his skilled statesmanship in solving tough problems. Mayor Bloomberg will be recognized for his extraordinary philanthropy and the effects of his generosity on the lives of countless individuals and numerous organizations that have benefitted from his largess.

This black-tie gala event begins with a reception at 6:30 p.m. and brings together foreign and U.S. dignitaries, government officials, business leaders, and friends and trustees of the George C. Marshall Foundation to honor these two distinguished Americans on the occasion of the 70th anniversary of Marshall's speech at Harvard University in June 1947 that set into motion his vision to revive the economies of western Europe and restore hope to millions of distraught citizens (known widely as the Marshall Plan).

Net proceeds from the event will support our educational programs, nationally and internationally, as well as begin a multi-year campaign to put Marshall back into the forefront

of public consciousness. In the immediate short term this effort will focus on the creation of a Decision Center and a 21st century reimagining of the Marshall Museum space.

Information about levels of support is provided on our website. The levels range from Presenting Sponsorships at \$100,000 each to Contributing Sponsor tables of ten seats each at \$10,000 to individual seats at \$1,000 each.

The George C. Marshall Foundation Award was established in 1997 to commemorate the 50th anniversary of the Marshall Plan. This award is presented to an individual who has made a significant contribution to foster international economic development and to establish, in Marshall's words, "economic health in the world, without which there can be no political stability and no assured peace."

The George C. Marshall Foundation Humanitarian Award is presented to an individual or an organization to recognize significant humanitarian service, create public awareness of the accomplishments of the recipient individual or organization and to encourage others to emulate their good works.

This is an opportunity to participate in an extraordinary event at a spectacular venue attended by many distinguished guests. The last Marshall Foundation Award event was held in 2011.

INSIDE: LEGACY SERIES, GOODPASTER AWARD AND MORE

FROM THE PRESIDENT



Dr. Rob Havers

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Your Planned Gift is Important

Your planned gift may provide you with considerable tax benefits, and it would certainly enable the Marshall Foundation to perpetuate the Marshall legacy. Please call Rick Drake to begin the conversation.

Warm greetings from Lexington, Virginia and welcome to the Spring issue of *The Strategist*.

This year marks 70 years since George C. Marshall delivered those world-changing remarks at Harvard University, birthing, in just eleven minutes, the European Recovery Program that would become better known as the Marshall Plan. The Marshall Foundation intends to mark this anniversary over the next 12 months leading up to the 70th anniversary of Congress' passing the Foreign Assistance Act (Marshall Plan bill) in April of 1948.

To begin this celebration, we will return to an award first presented in 1997, on the 50th anniversary of the Marshall Plan address, the George C. Marshall Foundation Award honoring an international statesman. In 1997 the inaugural recipient was former Chancellor of the Federal Republic of Germany, Helmut Kohl. This year, on the 70th anniversary, we will present that same award to Dr. Henry Kissinger. In addition, the Marshall Foundation will present a new award, on the same occasion, the George C. Marshall Foundation Humanitarian Award honoring an individual who best exemplifies Marshall's humanity, and this inaugural award in 2017 will go to Michael Bloomberg, founder of Bloomberg LP and Bloomberg Philanthropies. These awards will take place at a gala dinner event on the evening of 7th June, nearly 70 years to the day of that address at Harvard, on the deck of the Intrepid Sea, Air & Space Museum. Please visit our website for more information and plan to join us.

The Strategist, Spring 2017

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As you will read in the rest of *The Strategist*, the Marshall Legacy Series continues both to tell Marshall's fascinating and complex story and also to demonstrate just how involved he was in the making of the 20th century. As well as our traditional lectures, museum displays and presentations, last fall saw us venture into new territory with the "Victory Chef Cook-off," an event that brought to life the realities of rationing during WW2 and also the contemporary application of imagination and resourcefulness (as demonstrated by our three chefs)! The success of this event shows that there is an appetite (no pun intended) for this type of endeavor, and planning has commenced for next year.

The World Wars and Marshall's significant roles in both (and lessons learned) is the theme for the Legacy Series in 2017. Please join us for events and programs to be held each month through the Cook-off in late October.



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FOUNDATION NEWS

General Richard Cody Receives the Andrew J. Goodpaster Award

Gen. Richard Cody, USA (Ret.), received the Andrew J. Goodpaster Award from the Marshall Foundation at a luncheon in Washington in December. He was recognized for his distinguished career in the U.S. Army, his many contributions to U.S. defense, and his leadership of the non-profit Homes for Our Troops and the Intrepid Fallen Heroes Fund.

“As we gather here today, not so much to honor my service but to reflect on the legacy of Generals Marshall and Goodpaster, I am hopeful that our new political leaders will take the time to read the Marshall Papers. He and General Goodpaster navigated through four wars and four drawdowns. They understood what a lack of U.S. deterrence meant on the world stage,” Gen. Cody said in his remarks after receiving the award.

His retirement as Vice Chief of Staff in 2008 was the culmination of a 36-year career in the Army during which he served several tours with the 101st Airborne Division (Air Assault) as Commanding General and as Commander, 1st Battalion, 101st Aviation Regiment (Attack) during Operation Desert Storm. Cody is a Master Aviator with more than 5,000 hours of flight time and is an Air Assault School graduate. He is a member of the Army Aviation Hall of Fame.

Gen. Cody is currently corporate senior vice president of Washington operations for L-3 Technologies. He serves as the chairman of the board of Homes for Our Troops, a non-profit that builds specially designed homes for wounded veterans of Iraq and Afghanistan, and as a member of the board of trustees of the Intrepid Fallen Heroes Fund.

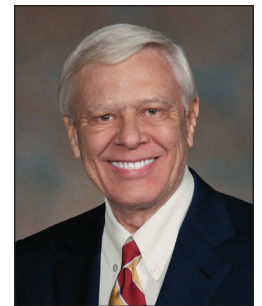
The Goodpaster Award honors the life and service of General Andrew J. Goodpaster, a longtime trustee and chairman of the Foundation, a champion of the Marshall legacy, an American hero and an extraordinary public servant.



Gen. Richard Cody (left) stands with Marshall Board Chairman Jay Adams and the Goodpaster Award.

News in Brief

Two former members of the Board of Trustees died recently. **Rudolph “Rudy” Bunzl**, a member of the Board following his retirement from American Filtrona Corp., of which he was the founder, chairman and CEO, died in October at age 94 at his home near Richmond. An immigrant fleeing Nazi-occupied Austria, he enlisted in the U.S. Army and served in the Pacific during WWII....**Jack Rudin**, a New York City real estate owner and builder and a member of the Board for 15 years and the Council of Advisors for 10 years died in December at age 92. He enlisted in the U.S. Army in 1942. After serving in Europe in the 89th Infantry Division and being awarded the Bronze Star, he was discharged as a staff sergeant, returned home in 1946 and joined the family real estate business....General **Gordon Sullivan**, USA (Ret.), a member of the Council of Advisors, received the George Catlett Marshall Medal from the Association of the United States Army (AUSA), an organization he led for 19 years....**William E. “Bill” Dreyer** has joined the Board of Trustees. He is a retired executive of SBC Communications who lives in San Antonio. He had served recently as Knight Commander of Kappa Alpha, the national fraternity of which George C. Marshall was an honorary member....In November Dr. **Rob Havers** chaired a panel on Marshall and Strategic Leadership during VMI’s annual leadership conference. In December he spoke at the Salisbury, NC chapter of the English Speaking Union on Marshall and Churchill.



Bill Dreyer

MARSHALL LEGACY SERIES

Coca-Cola was there for the troops in World War II.



A few of the original Coke paintings on display last fall



The George C. Marshall Legacy Series interprets General Marshall's legacy through a multi-year series of exhibitions, speakers and programs centered on key themes or episodes from General Marshall's remarkable career. You can access event videos and see more information on our website.



Coca-Cola Goes to War

During World War II Army Chief of Staff George C. Marshall faced the challenge of keeping the spirits of his soldiers high despite the fact that they were fighting enemies thousands of miles away from their homes. "Fighting as a rule is a very monotonous thing," Marshall noted. "And it's the monotony that is very hard to endure, and it's the monotony that has very evil effects on morale, and particularly when you are far removed from home." Throughout the war Marshall sought ways to keep soldiers' morale high by providing them with access to some of the comforts of home, including Coca-Cola.

Ted Ryan, Director, Heritage Communications, The Coca-Cola Company, presented "Coca-Cola Goes to War" to kick off the Marshall Legacy Series sequence called *Let's Get A Move On* that focused on civilian and industrial mobilization during World War II.

The entry of the United States into World War II, Ryan said, brought an order from Coca-Cola President Robert Woodruff in 1941 "to see that every man in uniform gets a bottle of Coca-Cola for 5 cents, wherever he is and whatever it costs the company."

This effort to supply the armed forces with Coke was being launched when an urgent cablegram arrived from Gen. Dwight Eisenhower's Allied Headquarters in North Africa. Eisenhower requested shipment of materials and equipment for 10 bottling plants. Army Chief of Staff Gen. George C. Marshall supported Eisenhower's request by sending the cable and in typical fashion operating behind the scenes to realize the request.

Within six months the company opened the first plant in Algiers, the forerunner of 64 bottling plants that were set up as close as possible to combat areas in Europe and the Pacific. More than 5 billion bottles of Coke were consumed by military service personnel during the war.



Ted Ryan

MARSHALL LEGACY SERIES

Chef George Huger prepares his winning SPAM dish.



Cook-off judges Ben Worth (front), Pat Looney and Matt Paxton



Cook-off chefs Nate Fountain (left), George Huger and Jenny Elmes

Emcee John Stallard with Jim Fiala (Hormel) and Cathy DeSilvey whose "SPAMatizer" was judged to be the best.



Victory Chef Cook-off

Moving well beyond the typical presentation, the Legacy Series inaugurated the Victory Chef Cook-off in November to focus attention on support from the home front during WWII and civilian and industrial mobilization.

Using the WWII Victory Chef theme and drawing on a current metaphor, local chefs Jenny Elmes, George Huger and Nathan Fountain competed in a Food Network-type cooking format held in Marshall Hall behind the Marshall Foundation on the post at VMI. More than 200 residents and families attended the event that was co-sponsored by the Marshall Foundation and the Lexington-Buena Vista-

Rockbridge Chamber of Commerce along with Hormel Foods and The Coca-Cola Company.

The chefs prepared an entrée and two side dishes using a basket of produce and goods that would have been available to the average citizen at home in the United States during WWII. They were challenged to incorporate SPAM, the Hormel Foods canned meat product, into their entrée.

Jim Fiala, who is the veterans' program manager for Hormel, talked about his company's involvement during the war and the unique process Hormel developed to can and preserve SPAM. Fiala and local chef and caterer John Stallard emceed the event.

Judges included Matt Paxton, publisher of *The News-Gazette*, Col. Patrick Looney, USMC (Ret.) of VMI, and Ben Worth, of Dabney S. Lancaster Community College.

Guests observed the chefs in action and looked at displays of Victory Gardens and 1940s kitchen items, participated in a SPAM quiz, entered a silent auction to win numbered Norman Rockwell prints of Coca-Cola scenes, and tried Marshall staff-prepared "SPAMatizers" along with a bottle of Coca-Cola.





Dr. Charles Price works his way through the "Six Degrees of Marshall" exhibition.



Dr. Ed Lengel



Doughboys in Combat

Renowned World War I historian and author Ed Lengel, Ph.D., opened the new sequence in January that focuses on *The World Wars*. The sequence and the new exhibition, "Six Degrees of Marshall," run through December.

His talk, "Testing the American Way of War: Doughboys in Combat, 1917-1918," can be viewed on our YouTube channel.

Dr. Lengel discussed the first American military engagements of WWI, describing how unpreparedness and bravery—as witnessed first hand by George C. Marshall and others—defined the introduction of millions of Doughboys to the challenges of modern mechanized warfare. He addressed how the Franco-American alliance was put to perhaps its greatest test, before or since—a test in which Marshall was a direct and primary participant.

"Marshall stands at the crossroads of the Franco-American relationship," he said. "Marshall is also responsible for planning the assault on Cantigny in May 1918." Marshall went on to plan the major offensives at St. Mihiel and Meuse-Argonne that culminated the great war in November 1918.

Dr. Lengel, formerly on the faculty at the Univ. of Virginia, is chief historian at the White House Historical Association and the author of *Thunder and Flames: Americans in the Crucible of Combat* and *To Conquer Hell: The Meuse-Argonne, 1918*.



The new exhibition, "Six Degrees of Marshall," uses an infographic to connect Marshall to people and programs important to World War I and World War II. Visitors will appreciate how George C. Marshall both shaped, and was shaped by, his experience of combat in France during World War I and show how those lessons learned, and hard won, would ultimately fashion how he would go on to fight and win in World War II.

The individuals who led in World War II—Marshall, Patton, MacArthur, Churchill, Roosevelt, Truman—were involved in World War I. Their direct involvement in the first war informed their leadership and the decisions they made in the second. Marshall evolved from a battle planner and logistics genius into a global military strategist drawing on the knowledge and experience of coalition warfare and fighting on a global scale.

The World Wars sequence of the Marshall Legacy Series is being presented with sponsorship from Carnegie Corporation of New York.

Read the spring issue of *MARSHALL*, our magazine that's provided to all members, for Ed Lengel's article on "George C. Marshall in World War I."

THE STRATEGIST

SPRING 2017

Marshall Foundation Awards
Gala Dinner on June 7

Legacy Series *Let's Get a Move On*
and *The World Wars*

"Six Degrees of Marshall"
Opens in the Lower Gallery

Gen. Richard Cody Receives
the Goodpaster Award

READ *THE STRATEGIST* ONLINE AT
WWW.MARSHALLFOUNDATION.ORG



Heritage Foundation Marshall Fellows and VMI cadets met at the Marshall Foundation in October to reenact portions of the Yalta Conference held at the end of World War II.

George C. Marshall helped to shape the course of world events during a distinguished career that covered the first half of the 20th century. Learn more about General Marshall's legacy through our Marshall Legacy Series, our publications, our programs, our museum and our website.



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