

From: "Vestewig, Lauren J."
To: "Young, Tracy", "Willeford, Emily"
Cc: "Kavanaugh, Brett M.", "Arguello, Olga"
Subject: 12-10 BP for Ft Belvoir Visit.doc
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edits. thanks.

THE WHITE HOUSE

WASHINGTON

VISIT TO USO CARE PACKAGE STUFFING FACILITY

Friday, December 10, 2004

1:50 p.m. – 2:45 p.m.

Fort Belvoir, Virginia

Karl Rove / Margaret Spellings

I. PURPOSE

To assist other volunteers in assembling Operation USO Care Packages and to highlight what Americans can do to show their support for our military.

II. BACKGROUND

Following September 11th and the anthrax threat, the Department of Defense suspended its practice of forwarding mail addressed to “any service member.” Operation USO Care Package was created to provide a safe and secure way for the public to show their support for our men and women in uniform.

For a \$25 dollar donation, Americans can sponsor a care package for a service member who is either en route to an overseas assignment or already deployed. For security reasons, the packages are assembled on a military base by volunteers. Each Operation USO Care Package contains, at a minimum, a 100-minute international calling card, a disposable camera, toiletries, sunscreen, playing cards, and a message of support from a Care Package sponsor. Over 480,000 care packages have been assembled and distributed as of December 2004.

During today’s event, you and Mrs. Bush will be working alongside regular volunteers, including three soldiers receiving treatment at Walter Reed Army Medical Center. The goal for today’s event is to assemble 5,000 care packages.

The USO is a Congressionally-chartered non-profit corporation whose mission is to provide morale, welfare, and recreation-type services to military personnel. The USO operates 125 centers, including centers in Kuwait and Qatar, and will open a center in Afghanistan in time for this year’s Super Bowl. Each President has traditionally served as the Honorary Chairman of the USO.

Fort Belvoir has donated space and assistance to Operation USO Care Package since August 2004. The program was previously housed at Fort Meade in Maryland.

III. PARTICIPANTS

Mrs. Laura Bush

VIPs in Attendance

Colonel Thomas "T.W." Williams, Garrison Commander, Fort Belvoir

Note: You last met Colonel Williams when he presided as First Base Coach at the Army v. Navy White House Tee Ball game on June 22, 2003.

Command Sergeant Major Andre Douglas, Senior Noncommissioned Officer, Fort Belvoir

Note: CSM Douglas recently returned from Iraq. You met him last year in the dining facility during your surprise visit to Iraq at Thanksgiving.

Mary Jo Myers, regular USO volunteer and wife of General Richard Myers, Chairman, Joint Chiefs of Staff

Edward "Ned" A. Powell, Jr., President and CEO, USO World Headquarters, and wife Diane Powell

Note: Diane Powell attended Harvard Business School with you.

Elaine Booth Rogers, President, USO of Metropolitan Washington

Cheryl Laaker [LAY-ker] Hall, Director, Operation USO Care Package

b(3)10 USC 130b
b(6)

b(3)10 USC 130b Director of Information and Communication Technology in the International Zone (Green Zone), Baghdad

Note: b(3)10 USC 130b is home on two weeks rest and relaxation. He will be returning to Iraq on Sunday.

Carlo DePorto, USO volunteer since 1942

Note: Mr. DePorto is retired from the Army.

Cathrine "Cathy" Lust, USO volunteer

Note: Her son, b(3)10 USC 130b served in Iraq at Camp Anaconda as part of the 299th FSB and distributed 200 care packages to soldiers there. Her husband is General Larry Lust.

Angie Bourdon, USO Volunteer

Note: Her son, b(3)10 USC 130b will be receiving care packages in Iraq that Angie has packed.

100 invited regular USO Care Package volunteers.

White House Staff

COS: Joe Hagin, Deputy Chief of Staff for Operations

Event: Karl Rove, Senior Advisor

Policy: Desiree Sayle, Director, USA Freedom Corps

Jim Towey, Director, Office of Faith-based and Community Initiatives

Press: **TBD**

IV. PRESS PLAN

Pool

V. SEQUENCE OF EVENTS

- You and Mrs. Bush arrive and are greeted by Colonel T.W. Williams, Command Sergeant Major Andre' Douglas, Mary Jo Myers, Ned Powell, Elaine Rogers, and Cheryl Laaker Hall.
- You and Mrs. Bush proceed to separate care package production lines and begin stuffing care packages.
Note: Elaine Rogers will escort you and Cheryl Laaker Hall will escort Mrs. Bush. The Pool will be escorted into the room once you have begun stuffing. You and Mrs. Bush will both be stuffing special materials, including your Commander in Chief Coin, White House M&M's, and baseball hats and cards. Packages assembled before and after your departure will receive a White House trading card.
- You deliver brief remarks thanking volunteers for their service.
- You and Mrs. Bush depart.

VI. REMARKS

Talking Points prepared by USA Freedom Corps

VII. ATTACHMENTS

Talking Points

Biographies of Walter Reed Soldiers

Biographies of Elaine Booth Rogers and Cheryl Laaker Hall

Background on Other Administration Programs for Americans to Show their Support of our Military

TALKING POINTS

- I appreciate all the good people of the USO and their wonderful volunteers for working so hard to make this program a success.
- So far, more than 480,000 soldiers have received a little touch of home and a few kind words through an Operation USO Care Package.
- These care packages mean a lot to those who are on the front lines defending our freedom.
- Around the country, Americans just like you are coming together to support our military and their families, and I appreciate all of you for answering this call to service.

BIOGRAPHIES OF WALTER REED SOLDIERS

Walter Reed Soldiers

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b(3) 10 USC 130b
b(6)

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BIOGRAPHIES OF ELAINE BOOTH ROGERS AND CHERYL LAAKER HALL

Elaine Booth Rogers, President, USO of Metropolitan Washington (will greet and introduce you)

- The USO of Metropolitan Washington (USO-Metro) hired Elaine Booth Rogers in 1976 as its program director, and she has served as its president since 1977.
- Under Ms. Rogers' direction, USO-Metro has become the largest USO in the world with ten service locations providing vital human services, especially for the junior enlisted military with the greatest economic needs. She has overseen the creation of the Emergency Housing Program, which provides temporary housing at no cost to military families in severe financial or medical crises. Initially, there were two apartment units, and today there are 26 units. Among the other programs established under her direction are quarterly job fairs, visits to military hospitals, holiday programs, and the distribution of car seats for infants.
- Ms. Rogers is a native of Harrisburg, Pennsylvania, and she received a Bachelor of Arts degree in 1974 from Catawba College in Salisbury, North Carolina. Ms. Rogers is engaged.

Cheryl Laaker [LAY-ker] Hall, Director, Operation USO Care Package (will greet you)

- Ms. Laaker Hall has held the position of Director of Operation USO Care Package since December 2003. As the Director of Operation USO Care Package, Ms. Laaker Hall oversees the production and distribution of care packages for troops serving in the war against terror. During her tenure, more than 300,000 care packages have been sent. She oversees a pool of 3,000 volunteers who have given over 18,000 hours of service to make the program operate.
- A native of Quincy, Illinois, Ms. Laaker Hall has held two posts with the Girl Scouts of the United States of America. Most recently, she managed the largest sale of Girl Scout Cookies and other product sales conducted annually by the Girl Scout Council of the Nation's Capital in Washington, D.C. She started her career in the non-profit sector in 1993 with the March of Dimes Birth Defects Foundation, where she received national recognition for a statewide campaign to bring awareness and resources to pregnant women in rural areas affected by the Midwestern floods.
- Ms. Laaker Hall is a graduate of Northeast Missouri State University (now Truman State University) in Kirksville, Missouri. She is married to b(3)10 USC 130b United States Coast Guard, and lives in Bristow, Virginia.

BACKGROUND ON OTHER ADMINISTRATION PROGRAMS FOR AMERICANS TO SHOW THEIR SUPPORT OF OUR MILITARY

America Supports You

- *America Supports You* was recently launched by the Department of Defense to help recognize the efforts of Americans across the country to support our military and to communicate that support to members of our Armed Forces serving at home and overseas.
- Using the website, www.americasupportsyoud.mil, Americans can show their support by posting a message to the troops, requesting and wearing the program's free dog tag, or finding an organization through which they can donate frequent flyer miles, send gift certificates, help sponsor homes for disabled troops, or send letters, messages, and care packages.

On the Homefront

- USA Freedom Corps, in collaboration with the Department of Defense, launched *On the Homefront* in March 2003 to provide information about opportunities for Americans to support members of the military and their families.
- *On the Homefront* links Americans with organizations that send messages and care packages to the troops and with those that use volunteers to assist family members of deployed military personnel with child care, household repairs, mentoring, tutoring, and other needs.
- More information about *On the Homefront* can be found at www.usafreedomcorps.gov.