Kids feel like not supposed to have a good time. Not a lot of smiling laughing. Try to take care of mom. Sad time. I can’t be happy either. When they come here.The message is it’s oZK to have a good time, smile and laugh. What we heart gfrom moms is the gift they get is seeing kids smile and laugh aghain. Let the kids be kids again. OK. Have a good time still honor dad. ‘D oit in a way that opens thatm up. When a soldier is killed, if family lives on base. You’ve been w/ support system. “Wen Family must move off base between 3 & 6 months. Lose family & then support system of base. Move where they have friends kids into shool without military w/ kids who have two parents and kids who don’t understand.

They come here & good connection bc they’re w kids who understand. What they like the most is 15 yr old sadi “I bet you think I’m going to tell you it was 6 flags or rodeo. Those things are cool. But what I like the best is not haing to explain muyself. My dad was killed and we moved off base.. Now in schoold where kids don’t understand. Always having to answer stupd questions. Don’t mean to be unkind, but always having to ask these questions. When I’m here I don’t have to answer. They get it. If I want to talk about it, I can. If I don’t I don’t have to. It’s very comfortable. I make friends here that last a lifetime. I can stay connected w/ friends from here. It’s therapy but done through a lot of fun. Moms say having fun is what does the most good. Don’t spend time on grieving. A way to lift them up bring into holiday season, meet other kids like them. Build into all events sense of honor for their fallen hero. Let them know that country hasn’t forgotten. Every day is Memorial Day for these familys bc they they live every day o dad. They never get a happy reunion. Need to make sure this country doesn’t forget. We weant to make sure these families are tstill out there living their lives dvery day wo their hero. They’re in the communities. Realize they’re living lives and continue to pay very high price. That’s what this even is all about and know these families. Biggest honors and privileges this is all about.

Organ. Started in 06 in SoCal. There was an article in newspaper highlighted a leter soldier wrote to his wife. Letters will often write lat leters and kept them on them just in case. In letter he asked wife to keep promise to take kds to Disneyland. Couple of guys read letter and acouple of Rotarians decided to help him keep promise and grassroots did it for those kids and decided to see how many other kids they could find and do it for other kids. Approached airlines to get seats. Veteran-owned travel agency helped. Very loose. 2nd yur group was continuing to grow. Making rounds taking to anyone they could talk to. Walked into American Airlines Direct or of Veteran Initiatives. American does a lot behind to scenes to support veneterans. Asked American for whatever you can donate Jim said “How many do you need total? If we were to put together a program we would put together probablhy 200 , talked to CEO Gerard, talked to them about program, want Can we put together charter planes and plane ride became part of bonding of experience. Right thing to do. We’re going to do this. Stepped up every year. Now Snowball brought 1700 famiy memers to Dallas. 2011 9 charters. Airplane ride iexperience is what brings kids together. Go to gate and everyone at gate is just like you. All of a sudden and you realize that these are their neightbors that you have a connection. That experience is bonding w/ people they make friends for life. Get to meet all these other families but on the way home back on plan e w/ same kids and moms. Part of the magic of Nowball. What happens here is magical. Kids will be friends w/ thiese kids until they die. Widows make friends too. Challenges they talk about while they’re here. Other thing we do is that families can come more tha once. They can come ack many yers. Healing doesn’t happen over night. Other important piece is when we have families that have been here several hyears ad families here for first yerars immediately connected w/ families wo’ve been through it for several years can share w/ brand new, vulnerable raw families. “Old” families can take uder wing. ‘Then have a friend to call when having a tough time. As a widow need someone to talk to who is just like you. Same w/ kids. Not having to explain. Lot of emphasis on the lounges.

Pgm developed as found whats beneficial to kids and parents. Having them together is what it’s about.

Home base in Dallas. 2009 event moved here and organization moved here. Idea was to move event everu few yuears. DFW area made a lot of sense. Made sense bc centrally located, DFW is military friendly, patiriotic, American based here. Show families theiy’er not forgotten. Good place to show they have lobe and admiration for famiies. Good press locally and nationally. Flyout of 26 to 30 airports. Media shows up at airport. Gary Sinise does pSAs Press ty to generate to remind families that families are still there and need to be supported.

Patriot Guard riders. They spend a lot of time during the year on burial detail. Escort casckets to funerals and then stand guard at gravesite to honor. During year serving families this way. So much time doing womething sad. Comd to SE to do something to see families smiling. Event is healing for everyone involved.

Neiman Marcus store. Oe of greatest lessons from companies in DFW area to support families during event. Death is all the see on the news. See caket offloaded. When volunteers take active role and sit down next to these kids and help them, you very quickly realize how personalize how quickly it is for you as well. Realizing that kid and mom paid a high price (her) too. We’re able to do all the great things we do in this country bc of these people who gave their lives. Thhis event helps volunteers realize how much to be thankful, what sacrifice, why we’re able to do things we do. Great learning experience. When kids start hearing personal it becomes Cant separate llike TV. Here up close, a part of it. Part of thee families. It is real. It is real for these families. Teahes, reminds how much we have to be thank ful for. Hard to take things for granted when you’re around these kids and widows. Problems aren’t

so bad when taken w/ devastation.

Dynamic between kids and moms. Not supposed to have fun. It brings it home. It’s a TV show. It’ s not removed. I

Lots ov Vietnam vets come out to support to make sure that doesn’t happen again. A lot of people don’t realize what goes on behind the scenes. American airlines employees (2007) & grown & continue even w/ problems. They give us ability together. To have program that is as organized w/ this charter program is incredible. All pilots, flight attendants donate their time. Planes are donate. No other airline would ever do something like that. Theuy make it possible for us to do wht they do. kThey culture there makes it possible. Lots of veteran pilots. Employees step up every year. See what hpappens at gates. Employees make that possible. Seattle: wanted to be creative. Wanted to be fun and unique. Built a castle to gate. That leads to ramp to go on plane. Having a group of people like this is amazing. American is #1 donor a7 supporter, Make it possible to do what we do. Em[loyees continue to step up to volunteer and support families. AA has veterans and military program. Sole function is to make sure to support and take car of military families. Far more than anyone realizes they do to support veterans and military families. They believe itn it and make sure it continues even through tough time.

9/11 gave them a personal connection. They don’t publicize. They do it bc they beliebbe in it. Not for publicity. (Highlight what they do. Everybody is still excited even with everything going on. Mgmt. , Untion, all believe in this pgm. All this stuff going on, all still step up to work o SE. to help changes familie’s lives) AA feels corp. responsibility.

He answered the phone. Worked for Neiman for 17 yrs. Director of Operations. When moved to Dallas in 09, had heard of organization. Last yr. at Disneyland, Jeff Bolton mentioned SE would be in kDallas. Buck heard. In March 09, a friend in acctng called about mtg Snowball Express. Went to lunch sat down w/ chairman of board at that time and listened. Resonated. Remembered something from growing up lesson from mom: When I was 9. Dad was Navy ret. After 30 years. Dad deployed at Christmas. Remembered looking at the tree and all the presents. Only a couple of presents. Dad won’t be back til Jan. Mom said Christmas is for families. So we’re going to wait til Dad gets back. I still remember Christmams day friends showing gifts. And I had to wait.” Best lessons to be taught. These kids will never have dad come back to celebrate Christmas together. They will never celebrate any holiday with him again. Still remember how tough it was to wait. Buck’s response, “I’m in. We’ll talk to tolks on the ity.” Ask to sit on the board, then chair the board. kBelieve in what we’re doing because see the results. On the surface. It’s an event, but what happens under the surface iss much deeprer. Good it does in changing lives is much deeper than that. It is really about helping them develop heal and be better people and realize they’re not forgotten..

All volunteer organization. Needed someone to be the day in, day out organization. Needed to hire someone. Board members approached & asked. He believed in it & considered. Had to talk to faily serious pay cut. When think about what’s important in life and what’s out there. Doing something important and meaning ful. Familyu together decided. When work w/ kids or families. Don’t know who gets more out of it.

Story: One of our kids. kDoing well in school. Dad was killed & she changed. Started doing poorly in school, shut down, antisocial, quite talking to fiends. Started self-mutilating. Came to SE. Eprienced event then went back to school. Mom got a call for mtg. w/ principal. Mom went in & wanted to see daughter, they wanted to talk first because noticed some things – positive, but concerned. Want to be able to continue. Paying more attention in school, solcializing w/ friends, she’s better. Wanted to continue good behavior. Something’s changed what it. When they asked. She started cruying then laughing an only repeated Snowball expressed. The mom started laughing and cryuing and proceeded to tell them what it was. School thought child was having a breakdown at that poing.” Then school got it. Change has been noticeable. Hasn’t cut herself , she’s talking about her dad and how proud she is of him. She had never talked aobu dad before.” This is what SE is about. If there is soething wrong, or should I be proud of my dad. SE lets them know Dad is a hero, be proud. Talk about him, think of him as a hero. That makes everything worth it. All challenges of putting it together. That is wht is all about.

Families sgin up. Entryu into organization is high price, but process of signing up. Just go to website. Criteria is: must have been active military, active duty, after 9/11. Doesn’t have to be war-related death. Form when soldier deploys fills out form, tht’s how verified. Lot of word of mouth publicity. Other widows tell others. Organizations: TAPS (Tragedy Assitance Program for Survivors) helps families through grieving, trained counselors. Volunteers actually come to event.

How can people get involved: Part: money ($40,000 breakgast); personal commitment – what can you afford to do in life? Groups of people who are family coordinators, when sfamiy signs up, are assigned doordinator, add human touch helping amily along the way ntil they get to SE; hotel captains, get families involved. Part of corps. Come out to show support at airport when arrive or when doing walk of gratitude. Extremely important.

Doing a few things this year: Day in kFt. jWorth Sund. 12/2 – want to create experience in Ft. Worth. Want streets filled w/ people. Along the way want to stage people along that route while families see along route public is supporting them on overpasses. May not seem like a lot, but is one of most important things can do. Means more than a lot of other things. Show of public support outweighs a lot. Will coordinate. Bring group, Boy Scouts, Rotary. Show support. Will coordinate locations. Will have one in Dallas as well (Dallas welcome, Ft. Worth welcome)

People can go to website, volunteer section, log on, enter name & what want to do. Coordinate and assign people for event.

It really is remembering that this kids that these kids and families are out there and are your neighbors. There is opportunity to support the. They are there and living their livies everuy day and because of them we have opportunity to live in this eincredible country because of them. We owe them. Never fortet. Find a way to go out and support them. This onece a year program tiges gpople a way, but they’re there the rest of there too. Want good Texas people;.