



# **ROOSEVELT MILITARY ACADEMY MEMORIAL**

***THE FOLLOWING IS THE FIRST DRAFT CHECK LIST FOR A PROPOSED MEMORIAL FOR ROOSEVELT MILITARY ACADEMY.***

## **LOCATION OF THE MEMORIAL**

The ideal location would be in Aledo's town square.

## **APPROVAL OF THIS PROJECT**

The Roosevelt Military Academy Alumni Association and the Aledo City Council.

## **SPACE REQUIRED FOR THE MEMORIAL**

The ideal space would be one hundred sixty square feet.

## **NAME OF MEMORIAL**

Roosevelt Military Academy Rough Riders.

## **COST OF THE MEMORIAL**

Estimates are still being assembled. The stock bronze statue is \$9,995.00. This price is from "The Large Art Company" Baltimore, MD. If the project is approved, a personal visit must be made to the company that is fabricating this art piece. Quality of bronze statues varies. Other companies to be considered are: F & R Bronze Company, Tulsa, OK; World Bronzes, La Crescenta, CA; and Bronze Works, Joplin, MO.

## **SIZE OF THE MEMORIAL**

Statue base will be in granite, 5' wide, 9' long and 5' tall. The bronze statue will be 8'-6" tall and the base is 7'-2" long and 3'-5" wide. Weight is about nine hundred pounds.

## **CONSTRUCTION OF THE MEMORIAL**

Local contractors with the necessary permits required would construct a deep concrete sub base with steel rebars. The top of this base will be four inches below grade – the granite base will cover this area when finished.

## **MAINTENANCE OF THE MEMORIAL**

Virtually none will be required. The memorial will be constructed of bronze and granite. Cutting grass in the vicinity of the memorial will be required.

## **RAISING THE FUNDS TO PAY FOR THE MEMORIAL**

If this project is approved, it is possible that we could have \$2,000.00 to be deposited in an Aledo bank to start the ball rolling. Aledo Main Street and RMA Alumni Association would co-sign for the necessary funds to be spent – according to plan.

Miniature statues (7" tall) could be given to those that donate \$250.00 or more to the project. Cost of the miniatures would be around \$65.00. A small wood base with the persons name attached could be part of this gift.

We have permission to take saplings from the original "Roosevelt Tree". The owner of this tree has horticultural contacts. Once the saplings take root, some of them could be planted near the memorial. These saplings could be sold on the open market. This tree is part of our history.

## **OUTSIDE HELP - ROOSEVELT & CROSS INCORPORATED.**

Archibald B. Roosevelt, son of President Teddy Roosevelt, and Ed Cross founded Roosevelt & Cross when Archie Roosevelt returned from combat in World War II. They were the original gubernatorial sponsors of 86<sup>th</sup> annual dinner and meeting of the Theodore Roosevelt Association. The group is located in New York and can be reached at 212 344 2500.,

## **OUTSIDE HELP – THEODORE ROOSEVELT ASSOCIATION.**

There could be a commemorative coin around the corner – there is a bill in the house that is promoting this. If this comes to pass, perhaps we could use this premium that could be linked to the Rough Rider Memorial. There could be an Amazon.Com link that could help these efforts. Currently there is a web site for this association.

## **SURPLUS FUNDS**

If we raise more money than the project budget – a secondary project could be implemented. Subject to the approval of the Alumni Association and the Aledo Main Street Council, a walkway, flower beds, benches could be added to the memorial site (see attached drawings).

### **THE BRONZE STATUE**

The style of this statue is a duplicate of Fredrick Remington's "Bronco Buster". Quotes for this statue will come from four companies. If this project is approved the committee should get specific quotes from all four companies. All four companies have created a stock "Bronco Buster" statue with the above measurements. The statue should be made of bronze.

### **BUILDING THE MEMORIAL**

Whatever company that creates the sub base and granite platform will set the bronze statue on rust proof through bolts. This work should go out on a bid basis and approved by the Alumni Association management team and the Aledo Main Street Council.

### **PROJECT LEADERS**

If this project is approved, a three person committee should be appointed.

### **TEDDY ROOSEVELTS GREAT GRANDDAUGHTER - JOANNA**

Joanna Mercedes Alessandra Sturm is the great granddaughter of Teddy Roosevelt. She is a historian as well as a philanthropist. There is a good possibility that she will contribute to this project and might be present for the RMA memorial dedication. Currently she lives in the New York. She graduated high school in 1964 (Newton, MA) and went on to graduate from Boston College.

Joanna continues to have a window into the Roosevelt family that only a literal handful of living Roosevelt family members have. In short, Joanna Sturm has provided historical information and insights into the world of the Roosevelts of Hyde Park and Oyster Bay (where Teddy was born) to virtually every Roosevelt biographer of the last thirty years, and she is credited by virtually every professional TR biographer since 1970.

If you remember, the tree by north barracks was given to Roosevelt Military Academy by Joanna's grandmother. This would be a good time for all of us to connect with a piece of history. Think of the publicity that could be centered on this event. Just imagine.

## **MARKETING AND PROMOTIONAL EFFORTS FOR THE MEMORIAL PROJECT**

The Aledo Main Street Council, the local papers, Mercer County Chamber could all be part of this project. Teddy Roosevelt is one of the most popular presidents this country has ever had. Check him out on Google – there are over three hundred pages dedicated to this man. And we are indirectly linked to his namesake.

## **FREDRICK REMINGTON (1861 – 1909)**

This proposed memorial is a duplicate of Fredrick Remington “Bronco Buster”. Remington captured more successfully than any other sculptor Americans’ romantic idea of the Old West. Thus his work appeals not just to aesthetes and academics but to the public at large. Copyrights expired in 1966, making it legal to make knockoffs. It is important that the statue selected be made of bronze.

## **WHAT GOES ON THE BASE OF THE MEMORIAL**

One side should have the RMA school emblem done in bronze. Also there should be detailed line pictures in bronze (best pictures of the campus). These can be taken from yearbooks. The balance of the space (not to be cluttered) should be a well written message about RMA. These writings should be carefully constructed by a separate committee. Perhaps contributing writings from the entire alumni association.

## **THE TEDDY BEAR**

Nearly 100 years ago, President Roosevelt went on a bear hunt. He enjoyed nature and being out in the woods where animals lived. Because of this hunt and the many events connected with this time period, cartoons started to appear in newspapers. Shortly after a shopkeeper, Morris Michtom, took two stuffed toy bears which his wife had made and put them in his shop. Mr. Michtom asked for permission from TR to call these toy bears “Teddy’s bears”. This store eventually became the Ideal Novelty and Toy Company.

The Teddy Bear event could be part of our fund raising efforts. Much could be done with a Teddy Bear approach in raising money for the memorial. Dress him up with RMA colors and sell him around the country. It will be for a good cause. Retailers in Mercer County could sell them. Aledo schools (both grade and high) could also help with this event. With the right publicity, it could work.

## **THE UNITED STATES NAVY**

Currently the USS Theodore Roosevelt CVN-71 just came home from Iraq to Norfolk, Virginia. Much could be done with the help of the CVN-71 association. The Teddy Bear could be dressed befitting to the Navy. Buy a bear, get a Roosevelt Tree.

## **THE ROOSEVELT TREE**

Sell saplings from the original tree. This could be a stand alone premium and advertised on EBay. Saplings are easy to ship and fairly easy to create roots. A letter of authenticity could be created and signed by Teddy Roosevelt's great granddaughter. Think of the public relations that could go with this. Al Golin, Golin Communications is the PR firm for McDonalds. We have a special connection with this person – Al could be of assistance on this project. The promotional possibilities of this event could go far.

## **TEDDY ROOSEVELT**

During the past thirty years, no less than twenty major books have been written about Teddy. One book, Edmund Morris' work, The Rise of Theodore Roosevelt won the Pulitzer prize in 1980.

He graduated from Harvard in 1880, was a member of New York State Assembly. He moved to North Dakota after the death of his wife, where lived on his ranch, then returned to New York City in 1886, where he was appointed by President Harrison as a member of the United States Civil Service Commission in 1889.

His accomplishments are many... Assistant Secretary of the Navy in the McKinley administration and a leading advocate of the liberation of Cuba, the Spanish colony then fighting for its independence. He organized the First United States Volunteer Cavalry Regiment – this group was soon was popularly known as the "Rough Riders".

He helped mediate an end to the Russo-Japanese War which, in 1906 earned him the Nobel Peace Prize, the first American to win the prize in any of the categories. He was the first US President to make an official trip outside of the United States when he left for a trip to Panama to inspect the construction progress of the canal. He was the first President to fly in an airplane, first to submerge in a submarine (USS Plunger in 1905).

The Medal of Honor was awarded to him. He was the 26<sup>th</sup> and youngest (42) president of the United States and was one of the most active and popular presidents of all times.

During his presidency, he established the United States Forest Service, signed into law the creation of five National Parks, and signed the 1906 Antiquities Act under which he proclaimed 18 national monuments. He also established the first 51 Bird Reserves, 4 Game Preserves, and 150 National Forests. The area of the United States placed under public protection totals about 230,000.000 acres.

Preserving the memory of Roosevelt Military Academy "Rough Riders" can easily be tied to "Teddy". He was a conservationist, naturalist, badlands rancher; the list of achievements is lengthy. It is little wonder the face of Theodore Roosevelt graces Mt. Rushmore as one of the greatest leader of United States.

## MAN IN THE ARENA

One of the top three most requested quotes (from Teddy) is that regarding the "man in the arena".

*"It is not the critic who counts: not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself for a worthy cause; who, at the best, knows, in the end, the triumph of high achievement, and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat."*

"Citizenship in a Republic "