



# PORTRAITS OF HONOUR PORTRAITS HONORIFIQUES

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## OPERATIONAL UPDATE

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Hello fellow Kin,

I realize it's been a while since I've reached out to provide an overall update. I hope to share with you today some of the Operational developments and I'll defer to Bruce to share with you many of the positive results that have occurred on the Sponsorship side.

While we haven't shared many of the developments over the past few months, I can assure you that since our presentation in Halifax, there have been numerous.

We've exposed the POH project to thousands of people already making over 100 presentations to various groups. We've met and pitched POH to dozens of potential sponsors and donors. We've toured the factory that makes customized display trailers like the type we need. We've attended tradeshow and galas. We've met with the Chief of Defense Staff, General Walt Natynczyk and I can assure you the military appreciates what we're doing. We've even spoken with national sports leagues like the CFL and NHL in an attempt to integrate the Tour into some of their events. We've begun interviewing potential staff who will leave their lives behind for months to travel with the mural. And all the while Dave Sopha has been continuing to paint and spend time with the families of fallen troops who visit his studio located in Kin Headquarters.

The Portraits of Honour Management Team has been working at a feverish pace to bring together the various components required for a national tour of this magnitude. Believe me when I tell you, there are many many components and details to consider.

When it comes to hard work, we're not the only ones. Each day we are reaching out and connecting with dozens of Local Kin Organizing Committees and Local Event Organizers as we work to create a schedule that will ultimately put the POH mural in front of as many Canadians as possible.

### **Tour Scheduling**

Some of you have put in tour stop requests and you are concerned that you have not received a definitive date for when the Tour will come to your town or city. I completely understand and apologize for that, but it's not because we're not planning to come. Let me try to explain.

As you can imagine, planning a tour with over two hundred stops (that stretch from Prince Rupert, British Columbia to Iqaluit, Nunavut to St. John's Newfoundland and Labrador) is an incredible undertaking.

If we had only chosen to bring the Tour to the hometowns of the fallen soldiers, sailors and aircrew we would have simply picked a start date in St. John's and traveled across Canada to Victoria and we could have easily determined what days we would be in each city or town. In other words, we would set the schedule arbitrarily and moved effectively in one direction across the country. However, it's not quite that easy.

Kin chose to go a step further. We chose to do everything in our power to bring the mural together with as many Canadians as possible. This meant that we want to attend as many large scale public events as we can. These events include military air shows, military tattoos, large festivals, sporting events and other events across the nation and these events have inflexible dates that don't typically coordinate.

For the past several months, we have been working to identify as many of these events as possible and we've been reaching out to the Local Event Organizers seeking permission to participate in their events. It's been a laborious process but also a positive one.

For example we've been invited to participate in the Bagotville Airshow in Quebec (attendance 40,000) and the Sarnia Snowbirds Airshow in Ontario. We're attending the Canadian International Military Tattoo which occurs in Hamilton. We're in negotiation with the Montreal Grand Prix which hosts 300,000 people and the Spruce Meadows Nationals in Calgary which boasts an attendance of 140,000 and if this works out we would request permission to participate in the Calgary Stampede parade which is seen by a live audience of over 400,000 and a television audience of 2 million.

These are just a few events. The challenge for us has been to identify and lock down as many of these non-flexible events as we can. We call these "anchor dates". Once these anchor dates are confirmed we are then able to determine other tour stop points within a reasonable proximity and plan tour stop events in those locations. These are relatively flexible dates.

How do we determine where these tour stops should be? In simple terms we have an informal score card with 4 criteria:

- a) Is there a fallen troop in your market?  
*This is the easiest of the criteria. If your town or city has a fallen troop, we will be attending. It's simply a matter of when. But if you don't, it doesn't mean we can't come. It means we have to consider the next three criteria.*
- b) How many people will attend your event?  
*Again, our goal is to engage as many Canadians as possible with this project. It makes more sense for us to bring the tour to one event featuring 30,000 people than 3 events that feature 300.*
- c) What is the fundraising potential of your event?  
*While generating awareness of our military and Kin is a main component of the tour, our main goal is to raise funds for military members and families. Organizers who plan events with high fundraising potential will be given preference over others.*
- d) What is the military involvement in your event?  
*While not all locations are within proximity to military bases or reserve units, Organizers who are able to integrate military personnel into their events will be looked upon favourably.*

In the case of an established event (i.e. an airshow) we may contact Local Event Organizers first and then put them in touch with local Kin clubs and in other cases we work with Local Kin Organizing Committees helping them to create POH events in their community.

### **So where do we stand today on scheduling?**

Well I can tell you that the schedule fills in a bit more definitively each day. The schedule is very dynamic and it changes hourly. To date, we have 17 confirmed events and 28 more dates that are very close to finalizing.

If you're thinking that 45 is a long ways from 154 you're right. But it's not as bad as you might think. We have the other 100 plus dates on our radar but we haven't slotted them in yet. For example, we've targeted to tour

through Atlantic Canada during the month of October but we haven't determined what specific day we'll be in Halifax, NS or Moncton, NB. But we will know soon and when we do the other locations will "domino" into place.

Typically we contact those Kin clubs and organizations who have made tour requests as soon as we can once we know the tour is scheduled to be in their area. If we haven't called you yet it's likely because we don't have a confirmed date or time period as we're waiting to establish an "anchor date" first.

Please be patient. We understand your concerns and we're working quickly to establish dates in your region.

**POH doesn't organize events. We attend them.**

POH is a mobile display that tours across the country. Our obligation is to bring the mobile display (mural) to your event. We don't fund events nor do we create them. Local Kin Organizing Committees acting alone or in conjunction with Local Event Organizers create events. It is their job – your job – to create events, book venues, hire caterers, set ceremony agendas, etc.

That does not mean that we won't try to support you and coordinate with you. We will. We can offer ideas, suggestions on best practices, we can try to put you together with other key points of contact, and we can provide marketing collateral materials and share other resources. An example of this is the Event Planning Guideline which we are currently drafting which will help committees with their planning details.

Many Kin across the country are bringing together an Event Planning Committee that includes representatives from the local business community, the nearby military base perhaps and even local government (i.e. economic development authorities or parks departments). This is a great way to ensure that you are coordinating with the key stakeholders in your community.

If you have questions please feel free to call me. I'll help as best I can.

**What can you do?**

First off, if you haven't already made a tour request please go ahead and do so by filling in the online form at the [www.portraitsofhonour.ca](http://www.portraitsofhonour.ca) website. This creates a record in the database that puts your willingness to host an event onto our radar. While being considerate of the criteria described above, we make every attempt to approve as many requests as we possibly can. Even if it's not for a full blown event, we're willing to stop in a town at the local Legion for even an hour on the way through.

If you have a specific event date that you want to request go ahead but please understand that your requested date may not suit the Tour's schedule. If your summer festival in Manitoba is the same weekend of an event we've committed to in Alberta, well you can see our dilemma.

So feel free to let us know of a major community event in your region. If we don't know about it we can't make an effort to attend it. We'll do our best, but if we can't hit your preferred date perhaps we can do a different day and we can support your committee in creating your own POH event.

Once your request is in please be patient knowing we'll contact you as quickly as we can to discuss details of your event.

This is a giant jigsaw puzzle that we're putting together and it doesn't happen instantly although you can take some comfort in knowing that the speed at which we lock in event dates is increasing exponentially now that we have our feet under us.

## In Summary

POH has been an amazing project to work on and it's something that Kin Canada can be very proud of. Artist Dave Sopha has worked tirelessly to give us this opportunity. Bruce, I, the POH Executive Committee and countless others continue to work each and every day ... and they are long days ... to bring together the pieces.

We have some passionate and dedicated Local Kin Organizing Committees and Local Event Organizers who are preparing some very special and meaningful events around their POH visit.

If you haven't already talked to your Kin club or local community, I encourage you to do so.

To those who have already, I say thank you and I look forward to working with you.

In the meantime feel free to call or drop me a line.

Best regards,



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*Portraits of Honour is a national fundraising and awareness campaign dedicated to supporting programs that assist military personnel, veterans and their families. The Portraits of Honour National Tour will commence on June 1, 2011.*