

# *A Monumental Evening*

THE TRUST FOR THE NATIONAL MALL

HISTORY, HEROES & HOPE AWARDS

★ SEPTEMBER 30, 2021 ★

National Museum of African American History and  
Culture on the National Mall



## LETTER FROM FOUNDER & CHAIRMAN CHIP AKRIDGE AND PRESIDENT & CEO CATHERINE TOWNSEND

Dear Friends of the Trust for the National Mall,

Our national parks offer awe-inspiring landscapes and vistas across this great country. Only one stands apart by honoring America's founding ideals, paying tribute to our military heroes, shining as a beacon of our shared values and storied past and serving as gathering place to celebrate and express our First Amendment rights. Across our great nation and around the world there is simply no place like **the National Mall**.

Tonight, we celebrate our remarkable honorees José Andrés and Lonnie G. Bunch III and our long-standing corporate partner American Express. We also celebrate the many important projects that your generosity, as our champions and partners, has made possible over the years and will help launch in the future. These critical improvements, educational enrichments and sustainable solutions on the National Mall are made possible through our unique public-private partnership with the National Park Service.

As the Trust begins our countdown to the 250th anniversary of America's founding in 2026, we are committed to ensuring that America's Front Yard is ready and will benefit that momentous occasion. This is an important time for the Trust. With your continued support and engagement alongside the government's investment through the Great American Outdoors Act, together we can achieve more with the National Park Service and ensure the National Mall is a vibrant and enduring civic stage for all.

The National Mall deserves our attention, time and resources, now more than ever. We hope you're inspired to stand with us and help us complete this important work.

With gratitude,



**JOHN E. "CHIP" AKRIDGE, III**  
Founder & Chairman  
Trust for the National Mall



**CATHERINE TOWNSEND**  
President & CEO  
Trust for the National Mall

## PROGRAM OVERVIEW

- 6:30 PM**      **FOUNDER'S RECEPTION**  
Hosted by John E. "Chip" Akridge, III, and Sally Akridge
- 7:00 PM**      **THEATER DOORS OPEN**
- 7:15 PM**      **AWARDS PROGRAM BEGINS**  
**Emcee: Jenn White, WAMU**
- Welcome Remarks**  
Catherine Townsend, Trust for the National Mall  
Jeffrey Reinbold, National Park Service
- Distinction in Corporate Service Award: American Express**  
Presented by Sheila Johnson, Salamander Hotels and Resorts and  
Georgette "Gigi" Dixon, Wells Fargo  
Accepted by Madge Thomas, American Express
- History, Heroes & Hope Honoree: José Andrés, ThinkFoodGroup and World Central Kitchen**  
Presented by His Excellency Santiago Cabanas, Ambassador of Spain to the U.S.
- History, Heroes & Hope Honoree: Secretary Lonnie G. Bunch III, Smithsonian Institution**  
Presented by David M. Rubenstein, The Carlyle Group
- Inspired Conversation**  
Panelists: José Andrés, Lonnie G. Bunch, and David M. Rubenstein  
Moderator: Jenn White
- Closing Remarks**  
Jenn White
- 8:30–10:30 PM**      **VIP ACCESS TO MUSEUM GALLERIES**  
Guests to privately tour National Museum of African American History and Culture (galleries closed to the public)

## ABOUT HISTORY, HEROES & HOPE AWARDS

The Trust for the National Mall created the History, Heroes & Hope Award in 2014 to honor the spirit and ideals that the National Mall represents for our country. The Award has recognized dedicated public servants, long-time volunteers and patriotic donors. Past recipients have included:

- **2020:** The Honorable Lamar Alexander, Senator (R-TN)
- **2019:** The Honorable Senator Lisa Murkowski (R-AK) and the late Congressman John Dingell (D-MI)
- **2018:** Donald Adam and Annemarie Emmet, Volunteers-in-Parks Program Volunteers
- **2017:** David M. Rubenstein, Co-Founder and Co-Chairman, The Carlyle Group
- **2016:** Jonathan Jarvis, Former Director of the National Park Service
- **2015:** John E. "Chip" Akridge III, Founder and Chairman, Trust for the National Mall

## HISTORY, HEROES & HOPE HONOREES



### JOSÉ ANDRÉS

Chef/Owner of ThinkFoodGroup, Founder of World Central Kitchen

Chef José Andrés is a chef, humanitarian, entrepreneur and bestselling author. His ThinkFoodGroup comprises nearly 30 acclaimed restaurants in the U.S. and abroad, while his nonprofit World Central Kitchen uses food as an agent of positive change around the globe. José has twice been on TIME's "100 Most Influential People" list, was named "Humanitarian of the Year" by the James Beard Foundation in 2018 and has earned four Michelin stars. In response to the COVID-19 pandemic, Chef Andrés and World Central

Kitchen have partnered with thousands of local restaurants, farmers and community leaders around the country to combat food insecurity and create smart food policy. A naturalized U.S. citizen originally from Spain, Chef Andrés has been a tireless advocate for immigration reform.

**About World Central Kitchen:** José Andrés' World Central Kitchen (WCK) uses the power of food to nourish communities and strengthen economies through times of crisis and beyond. WCK believes that there is no place too far or disaster too great for its chefs to be there with a hot plate of food when it's needed most.



### LONNIE G. BUNCH III

Secretary, Smithsonian Institution

Lonnie G. Bunch III is the 14th Secretary of the Smithsonian. He assumed his position June 16, 2019, and as Secretary, he oversees 19 museums, 21 libraries, the National Zoo, numerous research centers and several education units and centers. Bunch was the founding director of the Smithsonian's National Museum of African American History and Culture. Previously Bunch served as the president of the Chicago Historical Society and formerly worked in several positions at the Smithsonian's National Museum of American History. A widely published author, Bunch has held numerous teaching positions at universities

across the country and served on the advisory boards of the American Association of Museums and the American Association for State and Local History.

**Smithsonian 175:** To celebrate its 175th anniversary in 2021, the Smithsonian is looking back at where it has been, but also looking ahead to what is on the horizon. In November 2021, the Arts and Industries Building will reopen for the first time in two decades with a groundbreaking exhibit that looks forward. Part exhibition, part festival, FUTURES will be the first building-wide exploration of the future on the National Mall.

## DISTINCTION IN CORPORATE SERVICE AWARD



### AMERICAN EXPRESS

The 2021 Distinction in Corporate Service Award recognizes American Express for its commitment to two important restoration and sustainability projects: the Lockkeeper's House, the oldest structure on the National Mall that now provides educational exhibits about the history of the National Mall, and the Tidal Basin Ideas Lab, a partnership between the Trust and the National Trust for Historic Preservation. As the presenting sponsor of Phases I and II, they supported the unique design collaborative and public engagement effort that brought attention and creative solutions to the systemic flooding problems caused by urbanization, failing infrastructure, and climate change.

### Accepting the Award on behalf of American Express:



### MADGE THOMAS

Head of Corporate Social Responsibility and President of the American Express Foundation

Madge Thomas is a passionate changemaker and senior leader in corporate social responsibility (CSR) and international development, with a track record of brokering global partnerships between businesses, governments and non-profits to support people and planet.

### AWARDS SHOW EMCEE



### JENN WHITE

Host, 1A from WAMU and NPR

A seasoned journalist and podcast host, Jenn White has worked in public radio since 1999. She joins us from Chicago's WBEZ where she has held several on-air positions, as host of the station's local two-hour midday show, Reset with Jenn White, and before that as host of The Morning Shift. She is also a familiar voice on several WBEZ podcasts, including Making Oprah, Making Obama and 16 Shots, which chronicled the fatal police shooting of Laquan

McDonald and the trial of Chicago police officer Jason Van Dyke. Before WBEZ, White was the local host of All Things Considered at Michigan Radio. White is also skilled as a public speaker and has moderated numerous on-air gubernatorial and mayoral debates. A native of Detroit and graduate of the University of Michigan, she's spent the past few years in Chicago and is now living in Washington, D.C., with her husband and dog.

## FEATURED PRESENTERS



### HIS EXCELLENCY SANTIAGO CABANAS

#### Ambassador of Spain to the United States

Ambassador Cabanas was born in Madrid in 1954. He holds a Law Degree from the Universidad Autónoma de Madrid and joined the Spanish Foreign Service in 1981. The Ambassador was most recently Ambassador to Algeria, where he started his mission in 2017. Prior, he held top-ranking positions at the Ministry of Foreign Affairs of Spain, including Director of the Minister's Cabinet and Director General for Foreign Policy. Ambassador Cabanas has also been Director General for Consular Affairs and Director General for Cultural and Scientific Relations. In addition to his Ambassadorship to Algeria, he has been the Ambassador of Spain to the Czech Republic and to Jordan. He previously served as a political counselor at the Embassy in Washington, D.C., and as Consul General in Miami, Florida.



### GEORGETTE "GIGI" DIXON

#### Executive Vice President and Head of External Engagement, Diverse Segments, Representation and Inclusion, Wells Fargo, and Member, Trust Board of Directors

In her diversity-focused role, Gigi is responsible for stakeholder relationships, sponsorship activation and advocacy and influencer strategies. Her team advances diversity, equity and inclusion by leading and amplifying Wells Fargo's efforts externally to ensure that people across its workforce, communities and supply chain feel valued and respected and have equal access to resources, services, products and opportunities to succeed. Gigi also served on the company's Corporate Diversity Council for six years. In 2005, Gigi was recognized as one of the Most Powerful Women to Watch by American Banker magazine.



### SHEILA C. JOHNSON

#### Founder and CEO, Salamander Hotels & Resorts, and Vice Chair, Trust Board of Directors

Sheila C. Johnson is Founder and CEO of Salamander Hotels & Resorts (SHR), which operates a collection of luxury properties with over \$200 million in revenue. It is ranked No. 4 in Minority-Owned Companies in the Washington, D.C. Metro area. She previously served as Vice Chairman of Monumental Sports & Entertainment, and is the only African-American woman to have ownership in three professional sports teams: the NBA's Washington Wizards, the NHL's Washington Capitals (2018 Stanley Cup Champions) and the WNBA's 2019 World Champions Washington Mystics, for which she serves as President and Managing Partner. She also served on the Executive Committee of the United States Golf Association where she spearheaded efforts in increasing diversity in the game of golf.

## FEATURED PRESENTERS



### JEFFREY REINBOLD

Superintendent, National Mall and Memorial Parks,  
National Park Service

Jeffrey P. Reinbold is a national park manager with 28 years' experience and expertise in public-private partnerships and has served as acting superintendent of National Mall and Memorial Parks since March 2019. He manages the iconic monuments and memorials of the nation's capital, and cares for treasured neighborhood green space with a budget of approximately \$35 million and alongside nearly 300 staff members and more than 6,000 volunteers. Reinbold also manages the National Mall's infrastructure improvement projects, ensuring the enjoyment of future park visitors.



### DAVID M. RUBENSTEIN

Co-Founder and Co-Chairman, The Carlyle Group, and  
2017 History, Heroes & Hope Awardee

David M. Rubenstein is Co-Founder and Co-Chairman of The Carlyle Group, one of the world's largest and most successful private investment firms, which manages \$276 billion from 27 offices around the world. Mr. Rubenstein is Chairman of the Boards of the John F. Kennedy Center for the Performing Arts, the Council on Foreign Relations and the Economic Club of Washington; a Fellow

of the Harvard Corporation; a Trustee of the National Gallery of Art, the University of Chicago, Memorial Sloan-Kettering Cancer Center, Johns Hopkins Medicine, the Institute for Advanced Study, the National Constitution Center, the Brookings Institution and the World Economic Forum; and a Director of the Lincoln Center for the Performing Arts and the American Academy of Arts and Sciences.



### CATHERINE TOWNSEND

President and CEO, Trust for the National Mall

Since 2016, Catherine has led the Trust's vision and strategy to accomplish its mission, in partnership with the National Park Service, to restore, enrich and preserve the National Mall and adjacent historic grounds at President's Park. Under her leadership, the Trust has expanded its impact, from successful restoration and sustainability projects to providing enriched educational opportunities and a revitalized and expert volunteer docent program, and is now preparing the Trust for America's 250th Anniversary in 2026. For more than 30 years, Catherine has held leadership roles with national and local non-profit organizations including Share Our Strength/No Kid Hungry, the DC Public Education Fund, Suited for Change and HoopGirls Capitol Hill.

SPONSORS & PARTNERS

PREMIER

David M. Rubenstein

DIAMOND



PLATINUM





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**HONORARY CONGRESSIONAL CO-CHAIRS**

**The Honorable Senator Lisa Murkowski (R-AK)  
and Mr. Verne Martell**

**The Honorable Congresswoman Eleanor  
Holmes Norton (D-DC)**

**The Honorable Senator Mark Warner (D-VA)  
and Ms. Lisa Collis**

**The Honorable Congressman Bruce Westerman (R-AR)**

## TRUST FOR THE NATIONAL MALL PROJECTS AND PROGRAMS



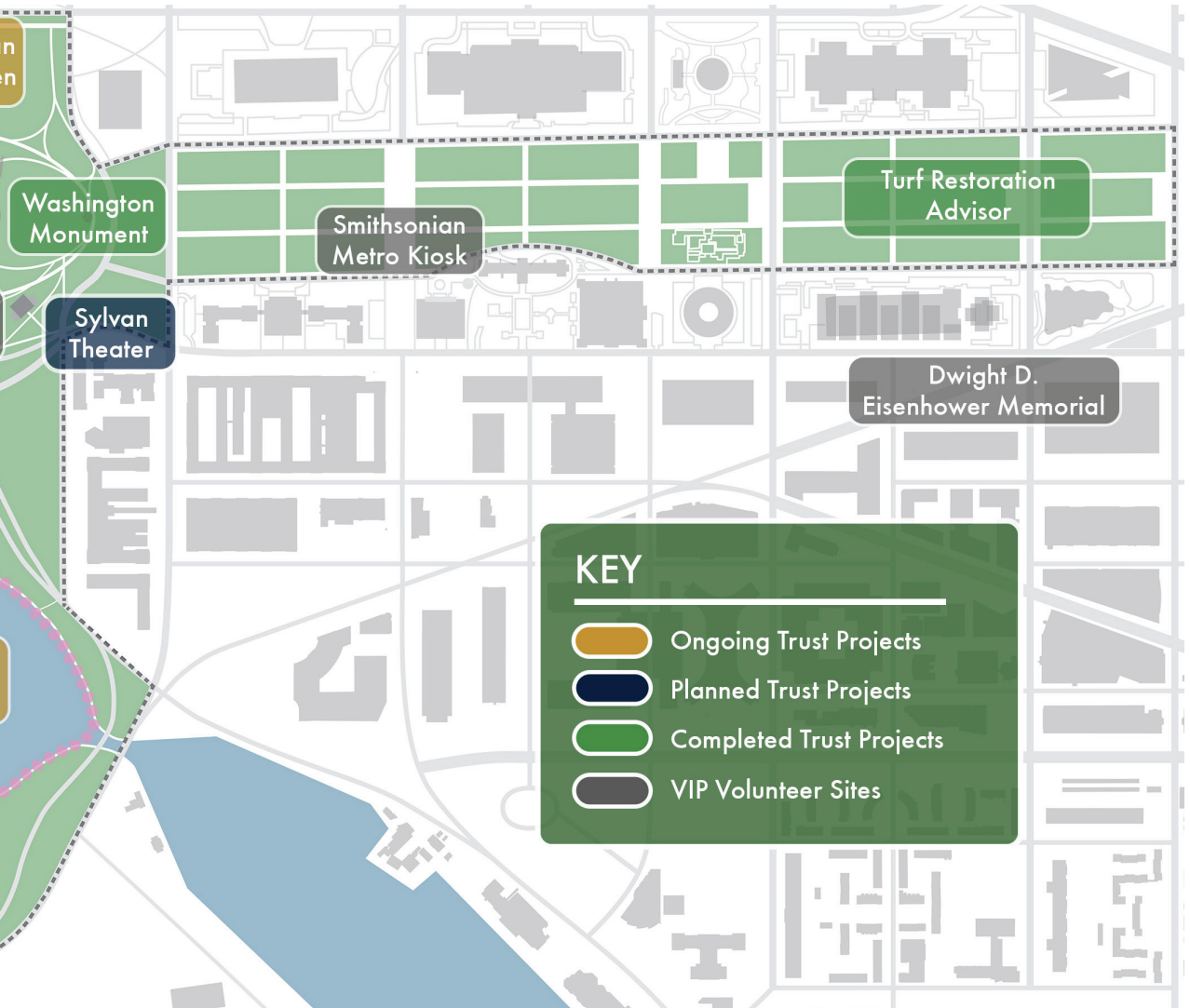
### U.S. PARK POLICE HORSE STABLES & EDUCATION CENTER

The U.S. Park Police Horse Mounted Unit is one of the oldest and most beloved equestrian units in the country. The project will replace an inadequate facility built over 40 years ago to temporarily house the horse unit. The campaign, chaired by Sheila Johnson, will help build a state-of-the-art, environmentally sustainable facility for the horses and an education center that will be a principal destination on the National Mall. It will also create a pathway to connect the MLK Memorial on the Tidal Basin directly to the National Mall.

### TIDAL BASIN IDEAS LAB

In partnership with the National Trust for Historic Preservation, the Trust launched a multi-year initiative to reimagine a sustainable, innovative and resilient Tidal Basin. Century-old seawalls are deteriorating in this historic space, and the rising sea level poses a daily threat to the beloved cherry trees. The Tidal Basin Ideas Lab, presented by American Express, has engaged design experts to create sustainable solutions for this iconic landscape, and is working with NPS to convert the designs into the Tidal Basin's future reality.

LEARN MORE AT NATIONALMALL.ORG.



### ENDOW A CHERRY TREE CAMPAIGN

This critical campaign supports the care, maintenance and preservation of the more than 3,700 iconic cherry trees on the National Mall. The endowment fund, managed by the Trust, provides resources for the National Park Service to care for the trees, increasingly endangered due to the rising sea level and changing climate in and around the Tidal Basin. Visit our website to support our Endow a Cherry Tree Campaign, a sustainable initiative to raise \$1,000 per tree over the next three years to reach our goal of \$3.5M.

### VOLUNTEERS-IN-PARKS (VIP) PROGRAM

The Volunteer Program on the National Mall, re-energized by the Trust and NPS, is made up of more than 200 dedicated individuals who enrich the experience of visitors on the National Mall. These volunteer-experts act as docents for visitors, providing directions, educational content, language support and engaging stories, and help communicate maintenance needs back to park management. Through the Trust's involvement, the program has become an award-winning model, which we hope to grow across the National Mall with NPS.



**ADDITIONAL THANKS TO THE GEORGE WASHINGTON CIRCLE  
OF LONGSTANDING & GENEROUS SUPPORTERS OF THE TRUST:**

**Mr. & Mrs. John and Sarah Akridge, III  
Altria Group, Inc.  
American Express Company  
S.D. Bechtel, Jr. Foundation  
The A. James and Alice B. Clark Foundation  
Comcast NBCUniversal  
Mr. & Mrs. Ric and Jean Edelman  
The Honorable C. Boyden Gray  
Ms. Sheila Johnson & The Honorable William Newman  
Dr. Sachiko Kuno  
Ms. Jacqueline Mars  
Mr. David M. Rubenstein  
Dr. Scholl Foundation  
Volkswagen Group of America, Inc.  
Wells Fargo Bank  
Mr. & Mrs. Glenn and Suzanne Youngkin**

## **ABOUT THE TRUST FOR THE NATIONAL MALL**

The Trust for the National Mall is the leading nonprofit, nonpartisan philanthropic partner of the National Park Service dedicated to restoring, preserving and enriching the National Mall. We bring expertise, private funding and in-kind support to time-sensitive restoration and sustainability projects, mobilize volunteers and provide enriched educational experiences to ensure that the National Mall endures and evolves as a vibrant civic stage for all.

Learn more at **[nationalmall.org](http://nationalmall.org)**.