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Suzanne Wickman  
Cause & Effect Event Marketing

Dear Friend of the Armed Forces,

In honor of our military members—past, present and future—we are excited to announce the **3rd annual Armed Forces Thanksgiving luncheon**. The luncheon, taking place at the **JW Marriott on Friday, May 18, 2018** during **Armed Forces month**, will provide local business leaders/professionals and high school students from across West Michigan an opportunity to pay tribute to the brave men and women who are serving, or have served, our country.

We were thrilled to see our 2016 and 2017 events sell out and have raised just over \$80,000 to support local veterans. While our primary mission is to advocate for our military members, we have been able to make a significant donation to the **West Michigan Veterans Coalition** so that they can continue their mission of improving the lives of veterans, their families and anyone that served in the Armed Forces by connecting them to critical services and resources in West Michigan.

This year's luncheon will be highlighted with a keynote address from **Vernice Armour**. Vernice is a former United States Marine Corps officer who was the first African-American female naval aviator in the Marine Corps and the first African-American female combat pilot in the U.S. Armed Forces. She flew the AH-1W SuperCobra attack helicopter in the 2003 invasion of Iraq and eventually served two tours in support of Operation Iraqi Freedom.

Our objective with launching the "Armed Forces Thanksgiving" was to raise awareness and dialogue on the contributions our military personnel have made and continue to make on behalf of our country. We also wanted to create a compelling experience for high school students so that they can take their experiences from the event back to their campuses and host their own military recognition events to coincide with Veteran's Day the following November. During the luncheon, military personnel are seated with business/professional leaders and high school students, offering attendees an invaluable opportunity to hear first-hand accounts of experiences military members have endured.

We hope you can join us on May 18<sup>th</sup> and show our military men and women how grateful we are for their bravery and heroism. It is community members like you who realize the freedoms we enjoy are a result of the tremendous sacrifices our military personnel have made. Please find the attached sponsorship form or you can reserve your table on our website [www.armedforcesthx.org](http://www.armedforcesthx.org).

Thank you in advance for your support and consideration.

Sincerely,

Peter Ruppert  
Fusion Education Group  
Chair

John Irwin  
Huntington Bank  
Chair

Jeff Lambert  
Lambert Edwards  
Chair