



# Project Lifesaver

Newsletter | October 2020

A collage of Project Lifesaver International merchandise. It includes a black ceramic mug with the Project Lifesaver logo and the text 'BRINGING LOVED ONES HOME' and 'PROJECT LIFESAVER INTERNATIONAL'. A red lanyard with a Project Lifesaver International logo and contact information is also visible. A circular pin with the Project Lifesaver logo is shown at the bottom. The background is a light blue and white gradient.

# PROJECT LIFESAVER MERCH STORE

WE ARE UNVEILING  
A BRAND NEW  
MERCH STORE!

This brand new store has streamlined purchasing capabilities and will be rolling out fresh merchandise in the future. Show your PLI pride with stylish, quality products!

Check out our new store for  
great Project Lifesaver  
merch:

**[projectlifesaverstore.com](http://projectlifesaverstore.com)**



# Happy Halloween!

The Ambassador's Column

Ron Yeaw

## I. INTRODUCTION

Halloween will be celebrated this year on Saturday evening, October 31. Halloween is the night before the November 1st All Saints' Day, which is also known as the Feast of All Saints or All Hallows' Day. Originally spelled Hallow'en, Hallowe'en or All Hallowmas (Old English for All Saints' Day), the occasion is also referred to as All Saints' Eve or All Hallows' Eve. The origin of All Saints' Day can be traced to the Roman Feast of the Lemures. The origin of All Hallows' Day can be traced to the Celtic festival of Samhain.

Question #1: What food should be most associated with Halloween and why?

Answer #1: A hot dog that has been sliced lengthwise, all of the meat scooped out from inside the skin, and the empty skin returned to it's original shape... Then it's a "hollow-weenie"!

Question #2: What is it called when Germans have a hot dog with their beer?

Answer #2: Germans have a "frank-and-stein"!

## II. EARLY HISTORY

The date of All Saints' Day or All Hallows' Day varies between the Western Christianity and Eastern Christianity religions.

**a. Western Christianity:** In the Late Iron Age (around 150 BC), the Romans held a festival on May 13th, the culmination of the three-day Feast of the Lemures (Latin for 'the restless dead'). Supposedly, the Feast was originated by Romulus to appease the spirit of his twin brother Remus (the two founders of Rome). Rites were performed to appease, and exorcise from their homes, the malevolent and restless spirits of the dead. The Romans believed that on the evening preceding the festival the boundary between the living and the dead dissolved and the dead became dangerous for the living by causing such problems as sickness and damaged crops.

In Scotland, Wales, and Ireland, the Celtic festival of Samhain [or The Feast of the Sun; from the Old Irish samain [from sain (summer) and fuin (end)] which means summer's end] dates back to about the fourth century AD. Celebrated annually on November 1st, Samhain separates summer, or the light half of the year, from the beginning of winter, or the dark half of the year and, for these reasons, it is sometimes regarded as the Celtic New Year. The Celts believed that the world of the living was closest to the world of the dead at Samhain. They would place a skeleton on their window sill to represent the departed. It was a time to take stock of their supplies and herds and to slaughter livestock for winter storage. It is still the custom for many people of Celtic descent to set a place at their meal tables on Samhain in remembrance of the deceased and to tell tales of their ancestors.

In the Irish, Scottish, Welsh, and British Celtic cultures, the Samhain festival was a celebration of the end of both the summer and the harvest season and a time to remember the dead. Dainty foods, sweets, and drinks were left outside to comfort the wandering spirits. People disguised themselves in costumes (usually made out of animal skins) and masks to represent the roaming spirits. They did this to either conceal themselves from the spirits, scare them away, avoid demonic persecution, or placate them by copying them. The festivals frequently involved bonfires, into which the bones of slaughtered livestock were thrown.

About 450 AD, the Christian religion adopted the Samhain tradition of having a festival on 1 November to commemorate the dead, but believed it should only be for the blessed dead {all those hallowed (sanctified or made holy) by having been obedient to God}. Thus, the church renamed the day of commemoration to All Hallows' Day.

On the May 13, 609 AD anniversary of the Feast of the Lemures, Pope Boniface IV renamed the Feast. Believing that the origin of the Roman occasion had been forgotten and it's significance had faded over time, he changed the name to the Feast to The Dedication Sanctae Mariae ad Martyres while consecrating the Pantheon in Rome to the Blessed Virgin Mary and all of the martyrs. In 735 AD, Pope Gregory III changed both the name of the festival to the Feast of All Saints and the date of the celebration to 1 November, to coincide with the Celtic observation of Samhain. He made the change in his oratory while consecrating a chapel in the Basilica of St. Peter to the "relics of the holy apostles and of all saints, martyrs, confessors, and of all the just made perfect who are at rest throughout the world". In 835 AD, Pope Gregory IV made November 1st a Day of Obligation throughout the Frankish Empire (the largest Post-Roman barbarian kingdom in Western Europe consisting of the modern countries of France, Belgium, The Netherlands, Luxembourg, and Germany).

**b. Eastern Christianity:** Byzantine Emperor Leo VI 'the Wise' (886-911 AD) built a church with the intention of dedicating it to his departed wife Empress Theophano. When he was forbidden to make such a dedication, he expanded Pope Boniface's feast from a commemoration of All Martyrs to a more general commemoration of All Saints so that if his wife were ever to be declared to be one of the righteous, she would also be honored whenever the feast was celebrated. As it was then, and remains today, the Feast of All Saints is celebrated in the Greek Orthodox Church on the first Sunday after Pentecost.

### **III. HALLOWEEN SYMBOLS AND TRADITIONS**

The following symbols and traditions are associated with All Hallows' Eve:

#### **a. TRICK OR TREAT**

Often referred to as Mischief Night, the trick part comes from the Celts, who believed that the souls of the dead would revisit their homes on the eve of the Samhain festival to celebrate with their families, tribe, or clan. Witches, evil spirits, goblins, black cats, mischievous fairies, and ghosts were said to roam around and play tricks on human beings to mark the season of diminishing sunlight. The treat part comes from the Christian denomination's All Souls' Day practice of 'going-a-souling' when poor people would go door-to-door begging for food. In



exchange for a gift of soulcakes (bread desserts with a currant topping), the 'soulers' would promise to say a prayer for the dead who were awaiting passage into Heaven.

## **b. JACK O'LANTERN**

The Jack O'Lantern can be traced back to the Irish legend of Stingy Jack, a lazy, greedy, gambling, and hard-drinking old farmer. According to the story, Stingy Jack invited the Devil to have a drink with him at a bar. True to his name, Stingy Jack did not want to pay for his drink, so he convinced the Devil to turn himself into a coin that Jack said he would use to pay for their drinks. Once the Devil did so, Jack kept the money and put it into his pocket next to a silver cross, which prevented the Devil from changing back to his original form. Jack eventually freed the Devil under the condition that he would not bother him for one year and that, when Jack died, the Devil would not claim his soul. The next year, he asked the Devil to climb a tree to pick a piece of fruit. While he was up in the tree, Jack trapped him there by carving a cross into the tree trunk. Jack eventually freed the Devil, after making him promise not to bother him for ten more years. Soon afterwards, Jack died. As the legend goes, God would not allow such an unsavory figure into Heaven. Upset by the tricks that Jack had played on him, and keeping his promise not to claim his soul, the Devil would not allow Jack into Hell. In revenge for his tricks, the Devil placed a curse on Jack. He condemned him to forever wander the earth at night with the only light he had: a burning coal inside a carved-out turnip (which is said to represent the ghostly spirits of the dead). As a result, Jack has been roaming the Earth ever since. Rumors state that 'trickster Jack' will lead hapless souls who follow his light to no good. The Irish began to refer to this ghostly figure as "Jack of the Lantern", and then, simply "Jack O'Lantern".

In remembrance of the legend of Stingy Jack, the Celts carved head-shaped lanterns from turnips, rutabagas, and gourds. The lanterns were used by those who walked along the roads at night to frighten away spirits who were afoot and might lead them astray. They were also set on porches and on window sills to cast a protective spell over the household.

The American tradition of carving pumpkins originated with the Irish immigration early in the 19th century and, initially, was only associated with harvest time. It did not become specifically associated with Halloween until the late 19th century. In America today, Halloween is more associated with the carving of pumpkins than any other vegetable, as they are more readily available and are larger, making them easier to carve. Pumpkins have been grown in North America for over 5000 years.

## **C. COSTUMES**

The majority of Halloween costumes can be summed up into the following categories:

Traditional Scary Symbols: The Grim Reaper, the Devil, skeletons, ghosts, witches, zombies, werewolves, vampires, Frankenstein, scary clowns, etc.

Movie and Television Characters: superheroes, cartoon characters, pirates, ET, Star Wars, Disney/Pixar characters, etc.

Whimsical/Not Scary: Princesses, animals, ballerinas, food, nice clowns, etc.

Others: Puns, occupations, masks mimicking famous people, period-specific clothing, etc.

## **D. FOOD**

Because one of the primary symbols of Halloween is the pumpkin, two of the most favorite foods are pumpkin pie and pumpkin bread. As the occasion comes in the wake of the annual apple harvest, candy apples (whole apples are dunked in a sticky sugar syrup and sometimes rolled in nuts) are also a common Halloween treat. Other favorites include apple pie, apple cider, candy corn, popcorn, roasted pumpkin seeds, roasted sweet corn, mashed turnips, and small pieces of candy shaped like skulls or pumpkins.

## **IV. SUMMARY**

Halloween was brought to North America by the Irish and British colonists in the early 1800s. It was not widely observed until after the large influx of European immigrants in the mid 19th century, especially the Irish, who were fleeing the Great Potato Famine of 1846. The first U.S. city to officially celebrate Halloween was Anoka, Minnesota, in 1921. All Saints' Day continues to be celebrated by Western Christians on November 1st and on the first Sunday after Pentecost by Eastern Christians. In the Roman Catholic Church, All Saints' Day is celebrated on November 1st to commemorate all of the Faithful departed who have attained the beatific vision in Heaven. All Souls' Day, established by 7th century monks, is celebrated on November 2nd and commemorates the departed who are in purgatory, as they have not yet been purified. The purpose of All Souls' Day is to pray for those in purgatory that they might be received into Heaven and to remind Roman Catholics of the obligation to live holy lives so that they will be rewarded by going to Heaven.

Although Western Christians recognize and celebrate All Saints' Day on November 1st, many people still cling to traditions and refer to the day as All Hallows' Day. Halloween is not celebrated in all countries and regions of the world and, among those that do, the importance and manner of celebrating the occasion vary significantly. Where it is recognized today, Halloween is much more of a secular occasion, better known for its traditions of pumpkin carving, trick-or-treating, costume parties, and food than for its harvest time or religious derivations. The history of Halloween in any given country lends context to how it is celebrated. The celebration in the United States has had a significant impact on how the occasion is observed in other nations.

Halloween is one of the few celebrations whose popularity has increased, not decreased, in recent years. Since about 1980, Hollywood and commercial stores have shown a growing interest in the occasion with the increased production of scary movies and television shows and the offering of more costumes for sale.

I hope that you and yours have an enjoyable and rewarding Halloween celebration, and remember to keep an eye out for Stingy Jack.





# HAPPY HALLOWEEN!

Project Lifesaver wishes everyone a happy Halloween! We can still have fun while being safe so enjoy the holiday!





# Insight from a Speaker by Ron Yeaw Jr.

This year, Project Lifesaver (PLI) held its 21st annual conference in Orlando, Florida. Due to the ongoing pandemic, trying to hold a conference in central Florida was deemed a nearly impossible mission. However, with perseverance, solid planning, and a little last minute help from the Hilton Orlando Conference Center, this year's conference went off without a hitch.

Per PLI CEO, Gene Saunders, "We felt we owed to our customers, police and military partners, and most importantly our high risk patient population to find a way to execute this critical conference in order to get out the training and cutting edge research they depend on. Autism and Dementia don't take a break because of COVID19, so how can we?"

Mr. Saunders went on to say, "In fact, in spite of the impact of the Global Pandemic, we have continued to expand our reach, improve our technology, build new relationships and protect and save lives! So, as we embark on this training and educational journey together, I want to thank everyone for your continued support and trust in Project Lifesaver International."

Certain safety protocols had to be in place to mitigate the COVID-19 risks associated with a conference. The biggest one of these was the ability to provide virtual attendance to the PLI Annual conference for the first time ever. PLI offered virtual attendance free of charge to anyone who needed to attend the convention, but did not feel safe doing so in person. Many of the conference speakers were also virtual. In fact of the near 250 attendees this year, 90% were visiting online.

The virtual nature of this year's conference also, however, allowed for live international participation for the first time. Outside the US, three additional countries had attendees. And while an in person PLI Conference experience is always superior, the ability to allow participation from folks who otherwise would not be able to travel a far distance added to the conference in ways not before possible. This year's theme, "PLI's 20/20 Vision: Our Vision for the Future" was kicked off with a presentation from two Army Military Medicine representatives that discussed collaboration with PLI, and closed with Mr. Saunder's keynote remarks on the bright future for Project Lifesaver International. Across the 2 days and two-dozen speakers, conference attendees were treated to presentations covering Native-American health, sports medicine, neurodiversity, and powerful personal testimonials from the family of at-risk people.

Project Lifesaver is taking the lessons learned from their first-ever hybrid conference into next year's session. The Project Lifesaver 2021 Conference will be August 30th - September 2nd, 2021 in Orlando, Florida.



**Virtual conference attendees, Donna and Jen Yeaw, watching Capt. Yeaw speak at the conference.**



**Chief Gene Saunders kicking off the 2020 Conference strongly**



**The Virtual Conference Command and Control Center Screen in the Hilton Orlando**



# HALLOWEEN FUN

BY PROJECT LIFESAVER

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## SPOOKY SIGHTS

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Tombstone, Arizona  
Pumpkin Center, North Carolina  
The Haunted Mansion in Walt Disney World  
Beetlejuice's Graveyard Revue at Universal Studios  
Transylvania County, North Carolina  
Cape Fear, North Carolina

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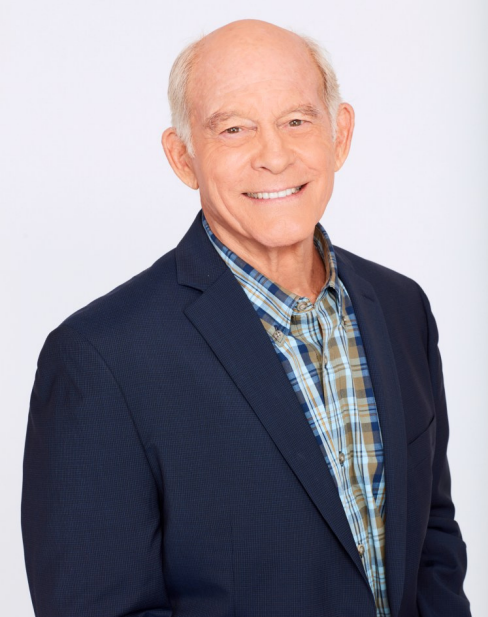
## SCARY MOVIES

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Any in the Halloween Series  
House of 1000 Corpses  
Season of the Witch  
Creature from the Black Lagoon  
Resurrection  
The Devil's Rejects  
The Exorcist  
The House of Wax  
Psycho







Max Gail

# Meet Our Ambassadors

Each one is special  
and excels greatly in  
their field of work! We  
appreciate and value  
every one of them!



Candi Spitz



Mara Botonis



Ron Yeaw



Haley Moss



Erik Estrada



Jack Jacobs



Scott Heckert



# DALE NEUBURGER



Join us in Welcoming Dale Neuburger as  
Project Lifesaver's newest Ambassador!  
Check out his biography below!

Dale Neuburger is Director of Burson Cohn & Wolfe Sports Practice – North America, a regional office of the international sports consultancy based in Lausanne, the “Olympic Capital”. From 2005 to 2018, the company was known as TSE Consulting, before its acquisition by WPP Group, one of the world's leading communications companies.

Since 2005, he has provided management expertise to international sports organizations, National Governing Bodies, and nonprofit organizations, primarily in strategic planning, event hosting, program evaluation, and business performance planning. Additionally, he has helped city governments and sports commissions to develop sport tourism plans, event hosting strategies, and international event development programs for cities in the United States, Canada, and Mexico.

Prior to joining TSE, Neuburger was President/CEO of Indiana Sports Corporation (ISC) from 1993 to 2005; Director of Administration/Chief Operating Officer for USA Track & Field from 1991 to 1993; and, Assistant Athletic Director of Indiana University from 1982 to 1991, managing three world-class facilities on the Indianapolis campus: the IU Natatorium, IU Track Stadium, and the Indianapolis Tennis Center, each of which staged national and international events annually.

Neuburger has a Bachelor of Arts degree in politics from Princeton University, and holds two Masters degrees from Indiana University, in philanthropic studies and in public administration. On two occasions, he has been awarded the state's highest award for distinguished service, the "Sagamore of the Wabash," by Indiana Governors Frank O'Bannon and Joseph Kernan.

Neuburger was a member of the Board of Directors of the United States Olympic Committee from 1995 to 2002, and a member of its Executive Committee from 1996 to 2000, serving as chairman of the National Governing Bodies (NGB) Council. In 2004, Neuburger was Deputy Chef de Mission of the 700-member United States delegation which won 104 medals at the Athens Olympic Games.

Neuburger has served in a variety of volunteer leadership roles within the aquatic sports, including as President of United States Aquatic Sports; President of USA Swimming; and, Chairman of the Board of Directors of the International Swimming Hall of Fame. He was a Board member of USA Swimming for 28 years and the USA Swimming Foundation for six years.

Neuburger is currently in his fifth consecutive term as Vice President of FINA, beginning his tenure at the Olympic Games in Sydney in 2000. He is Chairman of the FINA Development Commission and Chairman of the FINA Technical Swimming Commission, serving as the Technical Delegate/Competition Director for the swimming competition in the 2008, 2012, and 2016 Olympic Games, as well as 2020/21 Tokyo Olympics.

In 2015, Neuburger was elected as President of UANA, the continental association for aquatics, and served in this role until the Pan American Games in Lima (PER) in 2019. Additionally, he was elected as the First Vice President and member of the Executive Committee of ACODEPA, the council of continental organizations that oversees sport competition in the Pan American Games.

In his role with Indiana Sports Corporation, Neuburger represented Indianapolis in attracting and staging more than 200 major athletic events during his tenure. He played a leadership role in events such as the National Sports Festival; Pan American Games; world championships in rowing, gymnastics, track & field, swimming, and basketball; Olympic Trials in three aquatic sports, wrestling, track & field and rowing; and, national championships in six different sports.

Neuburger led and managed the \$50 million fundraising effort to attract and relocate the National Collegiate Athletic Association and the National Federation of State High School Associations to Indianapolis. For his service to the NCAA, he was presented with the prestigious "Flying Wedge Award" in 2000.



His work in charity and sports pioneering has made him an excellent addition to our Ambassador Program. We value his insights and contributions. Welcome, Dale!

# Rick Keiser Awarded PLI Medal of Merit

During a luncheon at the Manatee Island Restaurant in Fort Pierce, Florida on Tuesday October 20, Project Lifesaver International (PLI) Founder and Chief Executive Officer Gene Saunders presented Rick Kaiser with the PLI Medal of Merit. Retired Navy (SEAL) Master Chief Kaiser is the Chief Operating Officer of the National Navy UDT/SEAL Museum in Fort Pierce which has the mission of preserving the history and heritage of the Navy SEALs and their predecessors. Rick was presented the award in recognition for the many contributions he made to PLI during his time as Executive Director of the Museum.

Born and raised in Milwaukee Wisconsin, Rick joined the U.S. Navy at age 17 and attended Basic Underwater Demolition SEAL training in

Coronado, CA. He served at SEAL Team TWO from 1980 until 1985, specializing in winter warfare, combat diving, and sniping until he was selected for duty at SEAL Team SIX, the world's premier maritime counterterrorist force, in 1985. In 1993, Rick received the Silver Star Medal for Valor during the Battle of Mogadishu, Somalia (Black Hawk Down). During his time at Team SIX, Rick served as sniper, explosives expert, lead training Chief, sniper team leader, and Deputy Operations Officer until his retirement from the Navy in 2012. Following retirement, Rick was selected to be the Executive Director of the UDT/SEAL Museum in 2013, a position he held until October 2020.

As the Executive Director of the UDT/SEAL Museum he frequently demonstrated his acknowledgement of the vital role that PLI is providing the international community. He demonstrated his appreciation for the organization's mission of saving lives and bringing loved ones home by serving as a Guest Speaker at one of PLI's annual conferences, by hosting a visit to the museum by over 40 attendees to the 2017 conference, and by generously donating many museum gift shop items to serve as raffle and gift bag offerings to numerous annual conference attendees.

Others in attendance at the luncheon were three other now retired veterans of SEAL Team SIX: Commander Grant Mann, the Museum Executive Director, Master Chief Ken Corona, the Assistant Executive Director, and Captain Ron Yeaw, the PLI Director of Ambassador Relations and Museum Liaison.







IF YOU GOT ANY CLOSER YOU WOULD HAVE TO ENLIST

# THE NATIONAL NAVY SEAL MUSEUM

MAKE YOUR PLANS TO ATTEND THE NEXT  
TIME YOU'RE IN SOUTHEAST FLORIDA!

THE MUSEUM HONORS THOSE THAT  
HAVE SERVED AND PROMOTES PUBLIC  
EDUCATION. IT'S AN EXPERIENCE YOU  
WON'T WANT TO MISS.

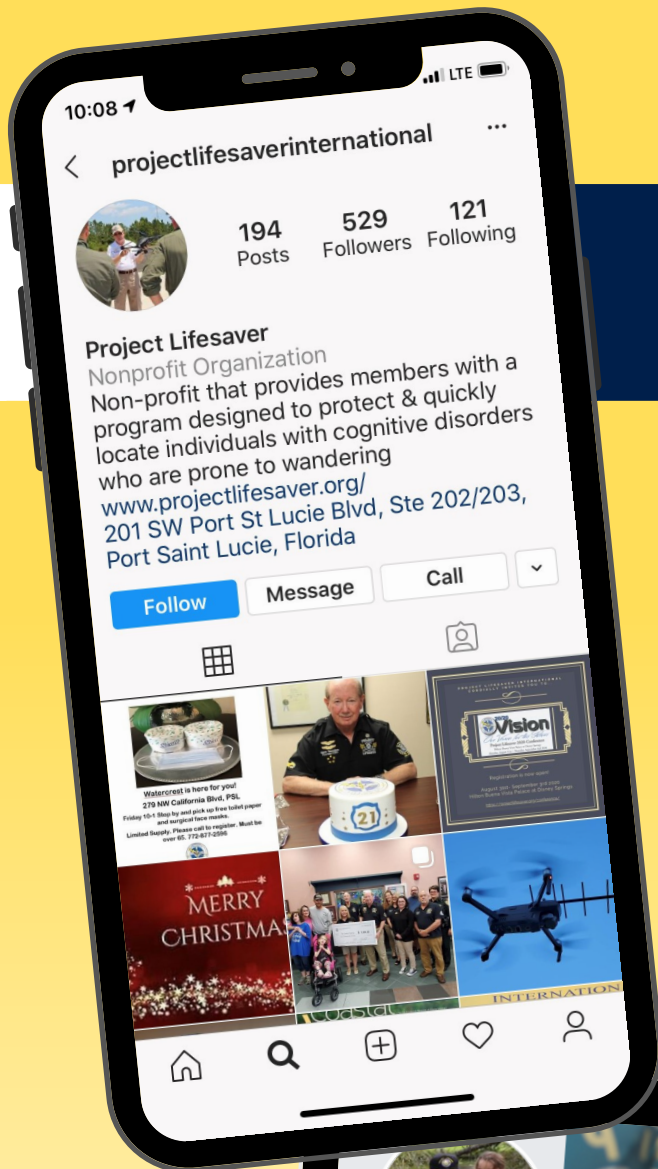


WE HAVE A

# BRAND NEW YOUTUBE

This YouTube channel features some of our past PSAs, conference highlights, and more! This is a great tool to introduce Project Lifesaver to your community as well as your local media!

**Project Lifesaver International**



# CHECK US OUT!

We enjoy interacting with you on social media!  
We also post articles, events, and updates so it's a great way to stay informed!

**Twitter: @Projectlifesavr**

**Instagram: @projectlifesaverintl**

**Facebook: Project Lifesaver International**

**Youtube: Project Lifesaver International**

