

March 2022 Issue Number 1

## Welcome to Mission Brief

*There will be nothing like it in America!* Located on San Diego's waterfront, the **Navy SEAL Xperience San Diego** aims to inspire and move visitors with high-tech, high touch, immersive exhibits, and storytelling galleries – all to bring to life the service of SEALs, how they train for the otherwise impossible, and their sacrifices made for our safer world.

Stay in the know, learn about the latest happenings, and meet the leaders who are making possible the Navy SEAL Xperience San Diego. Coming to you via email or mail bi-monthly.

**H**al Kuykendall former Navy SEAL and retired local businessman made a vow long ago to *give more than he takes*. And he upheld that goal throughout his life with family, friends, employers, and the United States. Today, in retrospect Hal shares how that promise was extremely ambitious given that there were so many people throughout his life who gave him so much.

"I will never be able to give more to my wife, Denise than what she has given me, but I will keep trying every day," shared Hal.

## A Vow That Keeps Giving

Hal likes to give back to the SEAL community because he attributes his business success largely on the lessons he learned while being a SEAL. The Honor Foundation is one such nonprofit that advanced from his tutelage as he served as the inaugural board chairman and treasurer for six years.

The **Navy SEAL Xperience** is the latest to benefit from that vow made many years ago as Hal and Denise became one of its first major donors to help bring the Xperience to San Diego. Hal also devotes hours of his valuable time serving as the organization's Treasurer of the Board of Directors. Thank you, Hal and Denise!

We can all take example from people like Hal and Denise who throughout their lives were guided by an ambitious promise made years ago *to give more than they take*.



*Denise and Hal Kuykendall*

***"We make a living by what we get, but we make a life by what we give."  
– Winston Churchill***

## Executive Volunteer Highlight – Ben Haddad

**H**umility, kindness, caring, strategist, connector – all words used to describe Ben Haddad on a stunning Mind Map hanging in his office. The Mind Map was presented to Ben by the San Diego Foundation for his commitment and dedication as an executive volunteer serving on its board of directors; just one of the many boards benefiting from Ben’s passion and ***desire to give back***.

Ben’s volunteerism and remarkable track record of ***giving back*** speaks volumes of his character. He has served on many nonprofit boards over the years; too many to name here, between 1998 and today. Not to mention his 20+ years of public service.



When asked to serve on the board of the Navy SEAL Xperience, Ben was pleased and shared his revering appreciation of what the military, and specifically the Navy and Marine Corps have meant and continue to mean to San Diego. But his overriding consideration for ***giving back*** by serving as a board of director was about honoring the Navy SEALs for what they do for our country, each and every day. Thank you, Ben!

*<<<Mac McLaughlin, CEO USS Midway; Ben Haddad, Principal CA Strategies; The Honorable Congressman Scott Peters; Rick Kaiser, Former SEAL, COO Navy SEAL Xperience*

## Navy SEALs and Brotherhood

by Rick Kaiser, COO Navy SEAL Xperience

**I** was fortunate to have two brothers and two sisters growing up in the small town of Oak Creek, Wisconsin. Our bond was tight in our youth and continues to be strong as adults. The reason for that is simple: we care about each other and would do just about anything for each other if asked.

A bond like that can only take place over a period of time and with a lot of work. The only bond that comes close to my own family’s bond has been with my teammates in Naval Special Warfare. Notice I did not say “SEAL Teammates.” Naval Special Warfare is much more than just Navy SEALs. My SEAL brothers are the bravest, most selfless men I know and are definitely the Tip of the Spear in our country’s defense.

However, for every one Navy SEAL there are seven others supporting that SEAL to help him accomplish his mission. Everyone from Seabees, K9 handlers, medical, admin, Intelligence, and SEALs must work together as one Team in order to successfully accomplish every mission, every single day. The stakes are high—life and death at times—and with that sense of purpose comes teamwork and friendships that last a lifetime.

I return to my former SEAL Team as often as I can to reconnect and catch up with as many teammates as I can track down. Some actually think I have been on an extended trip or have returned from assignment at another SEAL Team. I find that the reconnect part of the visit happens quickly, even though I have left to run the Navy SEAL Museum—and now the Navy SEAL Xperience, San Diego—over nine years ago. They are also my family. Our bond is tight, and I will continue to fight the good fight for our community and our country.



## The Power of Generosity

*Consider Us in Your Will or Living Trust*

### If You Want To:

- Make a bigger, longer-term impact.
- Shape the conversation for the next generation.
- Ensure that the Navy SEAL Xperience San Diego continues to be an iconic attraction revering the extraordinary work, drive and dedication of the Navy SEALs and their predecessors.
- Inspire others.

Through the power of generosity, you can give a deferred gift through your Will or Trust (bequest).

A bequest is a statement in your will or trust that you wish to give to a nonprofit charitable organization like the Navy SEAL Xperience after your lifetime.

Bequests are a great way to make a significant gift and they are versatile – you can designate a percentage of your estate, a specific amount, or you can ensure your loved ones are taken care of first then leave the remainder to the Navy SEAL Xperience San Diego.

Bequests are surprisingly simple and easy to implement. Just include a few sentences in your will or trust to indicate your charitable wishes. If you already have a will, you can change or update it by adding a simple amendment. Whether you are creating a new will, or making an amendment, the official bequest language for the Navy SEAL Xperience San Diego is:

*I give to the Navy SEAL Museum San Diego, LLC, dba the Navy SEAL Xperience San Diego, a wholly owned subsidiary of the National UDT-SEAL Museum association, Inc. a nonprofit 501(c)(3) organization located in Fort Pierce, FL [written amount, percentage of the estate or description of property] for unrestricted use and purpose.*

To learn more about how you can support the Navy SEAL Xperience through your Will or Living Trust, please contact Kim Rhinehelder, Director of Development at 619/566-7956 or email at [kimrhinehelde@navysealxperience.org](mailto:kimrhinehelde@navysealxperience.org).

## Meet the Board Chair and the Navy SEAL Xperience Campaign Staff.



Don McClure  
Chair of the  
Board of  
Directors



Rick Kaiser  
SEAL (Ret.)  
Chief  
Operating  
Officer



Lance  
Cummings  
SEAL (Ret.)  
Campaign  
Director



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