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To Members of the Class of 1964:

As we approach the holiday season, I thought it would be an appropriate time to both thank you for your incomparable generosity and unwavering support of the Stockdale Center and provide you an update on the impact of your partnership with the Center.

Over the years, the Class of 1964 has distinguished itself as the “Ethics Class.” You initiated the “Ethics for the Junior Officer” book that has moved from a printed to an electronic version and now accessed by not only Naval Academy midshipmen, but Fleet leaders as well. You have supported the Moral Courage lecture presented annually to all 3/C midshipmen. You have enabled midshipmen to participate in the American Service Academies Program where they have the opportunity to travel to Poland to study the Holocaust and other contemporary moral and ethical dilemmas. You have backed the Naval Academy Ethics Bowl Team that represents the Academy in ethics competitions across the country. You have provided the seed money for pilot programs that explore new ways to deliver ethical leadership instruction. And now . . . you have invested in the *Integritas* film project, a cutting edge approach to enhancing and supplementing the formal Academy ethics program.

The latest project, *Integritas*, combines the power of story, sophisticated tools and concepts of advertising, and the flexibility of modern communication media to provide Naval Academy midshipmen with symbolic and visual reminders of the unremitting responsibility of naval leaders to make courageous decisions in the moment of ethical choice. These symbolic and visual reminders are in the form of brief, visually rich, and emotionally-charged video spots, distributed through media channels used most frequently by midshipmen. Your contributions have enabled us to film, edit and finalize seven video spots and film and begin the editing process of another four spots. One of these spots, “Faces of America,” premiered at the Class of 2014’s graduation, the class with whom you are associated through the “link in the chain” program. The Plebe Summer character staff also used this spot to instruct the Class of 2018 on the ethical responsibilities they have to their nation. Additionally, *Integritas* now has an active website, [www.integritasproject.com](http://www.integritasproject.com), providing access to the available spots and background on the project.

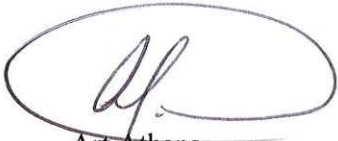
Though the use of some of these spots has been delayed while awaiting the outcome of a trademark application process, the spots have already evoked great interest with those midshipmen who have viewed the spots. A group of midshipmen, who we call the Midshipmen Fellows, will be instrumental in creating the necessary buzz around these videos as they begin to be shown and distributed to the Brigade at the conclusion of the trademark proceedings. We know that with today’s generation, a project like this cannot be top-down driven, but instead be propelled by the power of midshipman involvement and

endorsement. We believe wholeheartedly the project has the potential to be another essential tool in the Academy's toolbox to encourage midshipmen to think deeply about ethical conduct and leadership.

Through the many Stockdale Center programs you support, you touch every member of every Class that graduates from the Naval Academy and your efforts are helping us develop and prepare the adaptable, courageous and honorable officers we need for today's complex and dangerous world. Thank you for being our partners in this critical endeavor. You exemplify the words once spoken by Winston Churchill, "We make a living by what we get. We make a life by what we give."

I wish you and your families a joyous and blessed holiday season.

With deep respect and admiration,

A handwritten signature in black ink, consisting of a stylized 'A' followed by 'Athens', enclosed within a hand-drawn oval.

Art Athens  
COL USMCR (Ret.)