



MAJOR GENERAL (RETIRED) **PETER S. COOKE**



February 11, 2017

To the Executive Office of the President of the United States  
Washington, DC 20500

It is with great pleasure that I write to support the nomination of Marie W. Woolf for consideration for the United States Holocaust Memorial Council (Board of Trustees), in recognition of her outstanding leadership and tireless service in addressing and raising awareness about issues of human rights, remembrance and healing collaboration.

Marie is a communicator par excellence. Her communication skills have the capacity to help shine a light on seemingly intractable challenges of full equality not just in America but across the globe, a key purpose of the United States Holocaust Memorial Museum. Marie's accomplishments in leading her own businesses, and taking on some of the most difficult realms of humanitarian service with swift and lasting success, are an example how the efforts of one person with a remarkable multiplicity of skills can make a powerful contribution to complex efforts.

As but one example, Marie has been deeply committed to and involved in serving the families of American servicemen. She was the CEO and executive director of a national nonprofit humanitarian organization which first brought her to my experience at the Pentagon in 2007. In that effort, Marie strived to utilize every available "pulpit" in turning local, national and international media to the issues facing families of American military personnel who have fallen in active service to our country. She has presented programs, ideas and solutions for military audiences and the public in general. She has organized highly successful outreach campaigns in all available media for funding for this cause, not just targeting business, state and federal government officials and corporate leaders but actually moving them to become major partners for influence and material support which almost invariably "went viral."

Because of these efforts, Marie and her organization received honors and recognition from the Secretary of the Army, individual service members and officers and their families and communities, the Veterans of Foreign Wars, the American Legion, the Disabled Veterans of America, both houses of Congress and President George W. Bush.

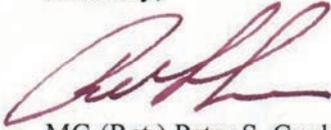
As the Council addresses the historic relevance of the Holocaust in today's world, I share Marie's conviction of the importance each one of us bears in personal vigilance against dehumanization. There could not be a better person that could work with you to shape and deliver this message, indelibly, to both present and future generations than Marie. I am certain she can offer what has worked so successfully in her previous humanitarian leadership to the table of the USHMM for the Council's consideration and refinement toward its greater mission.

The story of the Holocaust, more than ever, needs a fresh presentation to generations that have forgotten, or trivialized how Holocausts can still happen. Combined with her grasp of the forces influencing both world history and American politics, Marie's "lifelong love of graphics storytelling,

illustration, cartooning, and animation continues to influence” this amazing communicator. I believe this is not only an asset but of important value to the United States Holocaust Memorial Council. She is right that any success begins with the story, and that how the story is told, and retold, is as important as where and for whom. The vital mission of the USHMM is a story that must be told in as many ways, and with as much compassionate force, as possible.

I not only endorse Marie, but stress she will be a blessing to your team.

Sincerely,

A handwritten signature in red ink, appearing to read 'Peter S. Cooke', is written over a faint blue circular stamp.

MG (Ret.) Peter S. Cooke