

A Moment to Reflect on 9/11

September 11th, 2026

Today is 9/11/2026. 25 years ago today the US was attacked for the first time since Pearl Harbor in 1941. 2,977 innocent victims were murdered on 9/11. The vast majority of victims died that day in the World Trade Center including 441 First Responder Heroes.

19 members of the Terrorist organization Al-Qaeda, brutally took over passenger planes from unsuspecting passengers and crews that day with a mission to crash those planes into buildings to kill as many American citizens as possible and to generally drive fear and unrest into our society. Two planes were crashed into each tower of the World Trade Center, one into the Pentagon in Arlington, VA and another plane on which the passengers became aware of the prior attacks earlier that morning and fought back before it could crash into the Capital or White House where it was headed, that instead crashed into a field in Shanksville, PA diverted away from killing any additional people on the ground.

Today we honor the lives lost on September 11th—and to those who have since lost their lives after being exposed to the toxicity that resulted from 9/11 and the extraordinary bravery of the first responders and ordinary citizens who stepped up in our darkest hour – with courage, conviction and compassion.

For those of us who lived through that terrible day here in New York, the memory remains vividly sharp and incredibly painful. But whether you remember that day clearly, were just a child, or were born after, the legacy of 9/11 belongs to all of us. We must remember and we must make sure future generations do as well.

I remember that day very vividly. Several people I knew including clients lost their lives. I was in Minneapolis marketing as an analyst that day and watching CNBC when reports of the first plane hitting the North Tower were reported. By the time the second plane hit the South Tower 17 minutes later, it was live on TV as cameras were reacting to the first plane hitting the tower and showing the flames from the first tower, which initially most people assumed was a tragic pilot error and not terrorism. After the second tower was hit I immediately called my wife, who was in NYC 8 months pregnant with our first child and I said quickly go get money from the ATM and water and canned foods and get back into the house and lock the doors. We just had no idea what would happen next....I cancelled my marketing that day, went and got more batteries for my blackberry and spent the next 72 hours trying to get back to NY, desperate to be with my family and back in my city where I lived, which was under attack. I took two trains since airports were closed and finding a rent a car was impossible. The first train got me to Chicago, the second one from Chicago to NY. Both trains were massively overcrowded with people filling the aisles....but we were all in shock and all feeling a wave of patriotism and love and concern for each other. I recall everyone taking turns every few hours between seats, and standing. There were no announcements to do that, just people looking out for each other. No politics, no hatred, just love your brothers and sisters and hold them close.

9/11 showed us the absolute worst of humanity, but the days that followed showed us the absolute best in human nature—resilience, selflessness, and an incredible spirit of unity.

As a firm rooted in New York City, with colleagues and clients spanning across the country and around the world, please carry that spirit forward. Please take a moment today to reflect, to look out for one another, and to remember that how we support our people, our clients, and our communities is our greatest strength.

Today in the sales room, we will have the TVs on and we will share for anyone who wants to come-in a moment of silence at 8:46am when the North Tower was hit and 9:03am when the South Tower was hit as respect for all those who have fallen.....