



**Welcome to the January / February Edition of the Corps Foundation Newsletter!**

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**Dear Corps Foundation Supporters,**

As I sat here this morning reading through our first newsletter of 2016 recapping our accomplishments of the past year, I am very grateful for the Board of Directors, members and volunteers who have helped us throughout 2015. I can't tell you how much I appreciate all your support that has helped us to progress towards our vision of an involved public enjoying and supporting Corps lakes, lands and waterways.

Each year one out of every ten Americans visits a Corps lake, more than 370 million visits. Why do so many people come to the lakes? They come with their families and friends to be near the water and its natural beauty. Imagine you are out on the lake right now with your family,

enjoying the serenity of a golden sunset or sitting around the campfire telling stories of the day's adventures. These moments enrich our lives and strengthen family ties and friendships, creating unforgettable memories and connections to nature that will last a lifetime.

At a time of decreasing federal funding, America's lakes and waterways are at risk of reduced access, eliminated programs, even closures. As just one example, Federal spending for natural resource programs as a percent of all non-defense discretionary funding has fallen over 50% since 1975.

With your continuing support we can help maintain and improve the programs and facilities provide public access keeping these treasured resources vibrant. Together we can involve communities, engage and honor local volunteers, expand educational efforts, provide safe recreational facilities and conserve natural resources for the enjoyment of current and future generations. By supporting the Corps Foundation, you become a partner with the largest Federal provider of outdoor recreation facilities, helping the stewardship of millions of acres of land and water managed by the Army Corps of Engineers.

On behalf of our Board of Directors, committee members and volunteers, I thank you for your support of our organization. We take great pride in our mission and our accomplishments and with your help America's lakes will continue to be special places we all come to love and cherish.

With gratitude,  
Greg Miller, Chairperson  
Corps Foundation

### **Thank you Members and Donors!**

Thank you to those who donated through Amazon Smile and Steaks for Good!  
<http://corpsfoundation.org/join-donate/> The Corps Foundation has limited sources of income. We are an all-volunteer board and we have expenses. We rely on membership fees and donations to keep us afloat. Thank you for taking the extra steps required to donate to us through Amazon Smile and Steaks for Good. Also thanks for those end of the year donations! It all helps us provide service to Corps lakes and rivers!

### **2015 Was a Great Year for the Corps Foundation... and 2016 May Be Even Better!**

This time of year it is natural to look back and see what we achieved and look forward to exciting possibilities during the coming year.

#### **Here are the 2015 highlights:**

- Developed a nation-wide **“Life Jackets Worn... Nobody Mourns”** campaign with a grant from the U.S. Coast Guard and in cooperation with the USACE National Operations Center for Water Safety to encourage adults to wear life jackets. A campaign logo, TV and



radio PSAs, posters and a mobile game app called “Lake Guard” were developed for distribution through traditional and social media. Go to [PleaseWearIt.com](http://PleaseWearIt.com) to share the campaign materials with your friends and family.

- Partnered with non-profit Discover Your Northwest to raise funds to improve the visitor experience for the upcoming **Hiram M. Chittenden Locks Centennial**. Also partnered with nationally known Jones and Jones Architects to develop a master plan for renovating the locks, also known as Ballard Locks, a major free tourist attraction and boat lockage in Seattle. We’ve started to receive donations. We hope to see donations grow in 2016. [www.BallardLocks.org](http://www.BallardLocks.org)
- Sponsored the **USACE Excellence in Partnerships and the Volunteer Excellence annual awards** and new **Volunteer Recognition Coins**.



- Activated the **Corps Foundation Facebook Page** to improve two way communications between the Board of Directors and our members and supporters. This will continue in 2016 and beyond. <https://www.facebook.com/corpsfoundation/?ref=bookmarks>
- Maintained communication with members and stakeholders using **Quarterly Newsletters** e-mailed through Constant Contact.
- Strengthened outreach by building the **“Little Green Light Membership and Fundraising Database.”**
- Added a new **Communications Director and Newsletter Editor** to improve communications. We are accomplishing great things and we want to let everyone know about it!
- Supported transportation grant applications for **Every Kid in a Park**, a new White House initiative to get all 4<sup>th</sup> graders and their families out to the nation’s parks. The grants will help get children to Corps lakes and rivers that would not otherwise be able to visit.
- Successfully launched **“Amazon Smile”** and **“Steaks for Good”** fundraising campaigns.

- **Surveyed Membership** and Corps to validate our mission and improve strategic planning.
- Developed a **Membership Plan** to more strategically identify, cultivate & engage potential members.

**In 2016 we intend to accomplish the following and more:**

In addition to continuing many of the above efforts we expect to initiate the following in 2016:

- Establish an **Advisory Council** to help guide the foundation. It will be composed of leaders representing stakeholders of Corps lakes and rivers including recreation businesses and nonprofits.
- Revamp the **Website** to make it more flexible and easier to update, reducing ongoing contract maintenance. Several board members will assist the Communications Director in editing the website. <http://corpsfoundation.org/>
- Initiate the **Corps Volunteer Enduring Service award** which will be sponsored by Bass Pro Shops. More details are included in the article below and in the award announcement.
- Develop a new **Membership Leaflet** to help grow our membership and increase donations. We also hope to increase membership and donations by targeting retired Corps employees.
- **Partner with 39 locations of the Burgerville restaurant** chain in the Pacific Northwest to promote water safety for children. Pam Doty, National Water Safety Manager for the Corps of Engineers supported this effort by adapting Bobber water safety coloring sheets for use in the restaurants. Look for details about this forthcoming campaign in a future issue.
- Teach at least one **Certified Interpretive Guide Course** for Corps Rangers. This course offers professional certification from the National Association for Interpretation. Pat Barry, Rachel Garren, and Pam Doty are certified trainers of the National Association for Interpretation. They will offer professional certification for Corps of Engineers rangers through the 32-hour class. The first class is tentatively scheduled for the St. Louis area. More to come!
- Improve communications within the Corps of Engineers. We are looking at better ways to effectively communicate with rangers and managers within the agency.

2016 may be our best year yet. You can help us by joining and donating. As always we welcome your suggestions to improve our effectiveness. Please let us know how we can better serve our community. We are flexible and can follow new opportunities to achieve our shared goals.


Pat Barry, Board of Directors

## Volunteer Needed!

Do you have website skills? Do you want to help the Corps Foundation? We currently need someone to help with our website. Work involves a knowledge of WordPress and about one hour a month to add updates to the site. Contact Board member and Communications Chair, Pat Barry at [jpatbarry@hotmail.com](mailto:jpatbarry@hotmail.com) for more information. Please type "website volunteer" in the subject line. Thanks!

### Quarterly News from the Locks: Using Social Media

About Questions **How to Help** Sponsors Contact




**Ballard**  
LOCKS




You Can Support The Locks in a Number of Ways:

- Purchase merchandise from the Locks Gift Shop or [Online](#) (100% of profits go to support educational programs at the Locks)
- [Support Businesses that Sponsor](#) the Locks
- [Sponsor a Locks Program](#) - Visibility to over 1 Million visitors/yr
- Purchase Centennial Commemorative Tiles
- Make a [Tax-Deductible Contribution](#) (You will be eligible for a Free Argosy Cruise & Other Prizes)
- [Leave a Legacy Gift](#) in memory of a loved one (See Below)

[News Release](#) "The Fish Ladder was our Dad's favorite place"



In Memory of James F. Smith  
\$7,545 Dedicated to the Fish Ladder Education Center

Page from <http://www.ballardlocks.org/>

**The Hiram M. Chittenden Locks**, locally known as the **Ballard Locks**, are the busiest in the Nation and a major tourist attraction for Seattle. But after 100 years of use and inadequate federal funding, the locks are in serious need of major repairs for both the major structural components and visitor facilities. Your Corps Foundation has partnered with a local non-profit, *Discover Your Northwest*, to help raise needed private funds for visitor facilities and programs as the locks approaches its Centennial in 2017.

Using internet social media resources, we are increasing public awareness about the issues and how the public can help:

A **special website** ([www.ballardlocks.org](http://www.ballardlocks.org)) was created by the Corps Foundation, focusing on specific relevant information to the 1.3 million visitors and boaters who use the locks every year. The site was designed for mobile devices as well as computers. Information includes a site map, “Commonly Asked Questions by Visitors” and a “How to Help” page. The website now attracts thousands of hits and has become a critical source of information for locks visitors and boaters.

There are a variety of contact methods on the website, including email, for those seeking both general information and quick answers. Rich Deline, Foundation Director, recently received a phone call from a captain on a brand new \$2M yacht asking for assistance on “Locking Through.” Rich contacted the Operations Project Manager who relayed the message to the lock wall attendants and they were able to assist the yacht. Later, the captain thanked Rich for his help and expressed interest in supporting the locks.

Another social media tool being used is **Trip Advisor**...the most popular travel planner app in the world; [www.ballardlocks.org](http://www.ballardlocks.org) is now shown on **Trip Advisor** as the source for tourist info and each visitor review is forwarded for review and response. This has proved invaluable in evaluating and responding to public comments about the Locks.

Additionally, a special Locks **YouTube** channel was created for viewing videos about the Locks history, Salmon info and how to take your own boat through the locks, among other subjects. The YouTube videos have totaled over 6,500 views ...the most popular being “How to Lock Through” with 500 views a month.

Other social media tools, such as **Facebook** and **Yelp** are also being explored to assist in increasing public awareness and support for the locks. The key social media tool in this case was the new website [www.ballardlocks.org](http://www.ballardlocks.org) and cross linking to other websites & apps. For more information on social media tools contact Rich Deline at [rich.deline@gmail.com](mailto:rich.deline@gmail.com)

### **Announcing the Corps Foundation “Enduring Service Volunteer Award”**

The Corps Foundation announces a new volunteer award, the “Enduring Service Volunteer Award”. It is an annual award, sponsored by the Corps Foundation. The first award will be presented in June, 2016. It honors long term service and outstanding accomplishments by individual and families of volunteers at Corps lakes and waterways. The award recipients will receive a recognition package sponsored by Bass Pro Shops and a commemorative plaque.. This award will be presented to an individual or family who demonstrates long term dedication, innovation, and excellence in volunteer service; and who have achieved results in such areas as

conservation, education, recreation, safety and community engagement. Additionally, these volunteer efforts should contribute to the advancement of:

- The mission of the Corps Foundation: “The Corps Foundation engages the public to ensure the environmental health and recreational enjoyment of our nation's lakes, lands, and waterways administered by the US Army Corps of Engineers”.
- Positive relationships between the Corps management, the visitors and the local community.
- Public knowledge of and involvement in the Corps natural resources management program.
- Partnerships and collaboration with other community organizations locally, regionally or nationally.

Nominees are volunteers who display exceptional voluntary leadership and have made or are making a positive difference in the lakes and waterways and the communities they serve. They have demonstrated significant dedication by volunteering and providing leadership over a long period of time. Generally, they have volunteered for a period of 6 years or more.

If you are aware of someone at your site who has served as a long term volunteer at a Corps of Engineers lake or waterway and who fits the criteria outlined above, please consider nominating them for this award by submitting a nomination form to the Corps Foundation.

Here is the form as a PDF File: <http://docdro.id/i7k5T1V> (click, download and open)

Here is the form as a Word document: <http://docdro.id/zwLa5rP> (click, download and open)

Please share this nomination widely with anyone who is a Corps volunteer or may know someone who is a Corps volunteer.

Nominations will be accepted between January 15 and April 30 of 2016. Nominations will be reviewed in May and announced in June 2016. Application dates and forms for subsequent years will be announced annually and will follow a similar application schedule.

### **Congratulations! Cape Fear & Allatoona Volunteers Receive Volunteer Recognition Coins**

Congratulations to Volunteer Recognition Coin winners! Geri Hillegass (below) has been a volunteer at Allatoona Lake since 2007. She has given over 464 hours of her time to assist with a variety of programs including water safety, visitor assistance and our large administrative load.



project faster, but she was always willing to help out in other areas in times of need.

Since 2007 she has determinedly plugged away on the task of scanning over 6000 pictures and slides that tell the story of Allatoona Lake since its construction in 1948. This database has been used to interpret the lake project to visitors and back up historical data still relevant today. Geri comes into the Allatoona Lake office each Friday, rain or shine, to volunteer her time. She could have completed this

The Corps Foundation salutes Mr. George Snowden, Volunteer Coin Recipient at Cape Fear Rivers Locks and Dams. Mr. Snowden (right) is a long-time volunteer at Lock and Dam 1. Since 2012 he has been of great assistance with grounds maintenance and other duties. George volunteered a minimum of 80 hours a month using his own equipment! Every year his work saves the site approximately \$10,000 in contract costs. His hard work is a crucial component of operations.



### **We Salute Omaha District Volunteers!**



Congratulations to (clockwise from upper left) Donnajo Chaney at Fort Peck, Arlen (Dutch) and Sharon Steenhoven at Gavis Point and Ron Schwartz of Big Bend, winners of the Volunteer Excellence Awards from the Corps Foundation. Thanks to the rangers and managers who nominated them and to Alana Mesenbrink who sent us the nominations and photos! Want to nominate someone? Contact us or Heather Burke, National Partnership Coordinator for the Corps of Engineers.

Read more details here: <http://docdro.id/Kw2lQHO> (click, download and open)



## Board Member Spotlight: Donna Asbury



Donna Asbury joined the Corps Foundation Board of Directors in 2014. Previously she was Executive Director at Association of Partners for Public Lands (APPL) for many years. Founding Board member Peter Lewis interviewed Donna in January, 2016.

PETER: Donna, you've spent a large part of your professional life working to build partnerships to preserve America's public lands and the recreational bounty that they provide. Where does that desire come from? What feeds your desire on this important work?

DONNA: For starters, I was fortunate to grow up with parents who loved the outdoors. We did picnicking and camping and hiking mostly in state parks that were local. We also went on longer car trips throughout the country and across the border to visit family in Canada. So I just felt that rich opportunity is something I wanted to be able to encourage other people to enjoy as well.

PETER: And it seems like it's been extremely rewarding.

DONNA: It has. My husband and I enjoy traveling a great deal. We do car trips across the country. We fly to sites and stay several days. We really enjoy just about anything outdoors – camping, hiking, kayaking and swimming. For us, it's been great to enjoy these opportunities in my professional work and now that we've retired, in our “spare-time.”

PETER: When you were with APPL, you must have spent a bunch of time at partner sites, APPL member sites in your camping activities, yes?

DONNA: Yes, the Association of Partners for Public Lands works to support nonprofit organizations that work in partnership with federal and state public land agencies, like the Corps of Engineers, the National Park Service, Fish and Wildlife Service, Forest Service and the Bureau of Land Management. So visiting the sites was always a great opportunity for me, in terms of the connections with people. Seeing firsthand how many people across this nation value public lands and public waterways, lakes and forests. So many dedicate their time, both

professionally through the work that they do, either with public land agencies or nonprofit organizations, AND as volunteers who just get out there and do something. They all get involved because they love it, they feel the value of these special places.

For another photo and the rest of this article: <http://docdro.id/ZwPh0eT> (click, download and open)

Greg Miller, Chairperson,  
Corps Foundation  
Phone: 816-651-4895  
Mail: [Millerga50@gmail.com](mailto:Millerga50@gmail.com)



Please send your ideas and your articles to your  
Newsletter Editor.

Rick Magee, Park Ranger Emeritus  
Mail: [rrickvex@aol.com](mailto:rrickvex@aol.com)



Website:  
[www.CorpsFoundation.org](http://www.CorpsFoundation.org)

Like us on Facebook:  
<https://www.facebook.com/corpsfoundation/?ref=bookmarks>

### **Participate!**

Your support helps Corps projects and their friends groups connect, grow and increase their capacity to fulfill the Corps' natural resource education mission on lakes and waterways across America.

The Corps Foundation is a non-profit public charity designated 501(c) 3 by the Internal Revenue Service. All contributions are 100% tax deductible-and all amounts are appreciated!