



## *Welcome to the Fall 2024 Edition of the Corps Foundation Newsletter.*

Have something you want to share? Send us an article!

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## Life Jackets Worn...Nobody Mourns Campaign Ads 2024

The Corps Foundation continued to promote the Life Jackets Worn...Nobody Mourns campaign through advertising. In 2024, we purchased \$20,160 in advertising on gas pump toppers and gas nozzles at convenience stores near the U.S. Army Corps of Engineers (USACE) lakes with the most water-related fatalities in recent years. Those top five lakes are Lake Sidney Lanier, J Percy Priest Lake, Lake Texoma, Lewisville Lake, and Table Rock Lake.

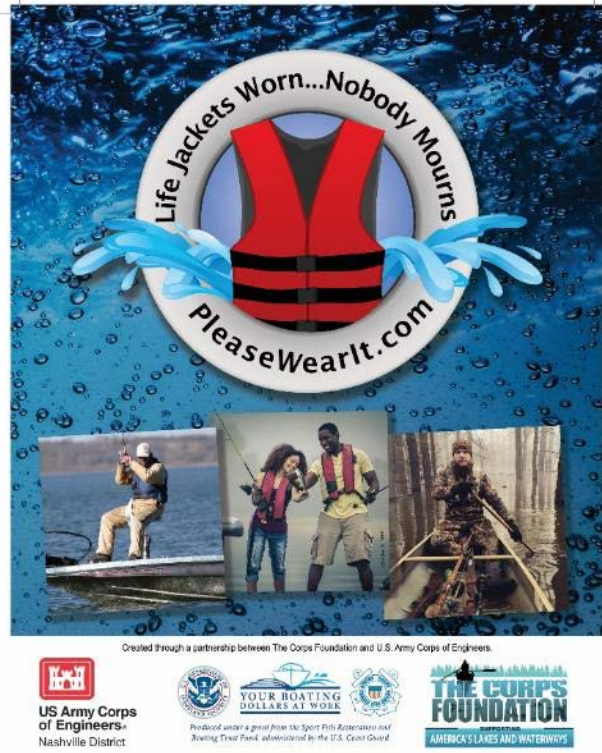
The Foundation's Grant Manager Rachel Garren worked in partnership with the USACE National Water Safety Program Manager Pam Doty to select the locations with the most need for this type of promotion. From July 8 to September 2, gas pump toppers and gas nozzles were wrapped at 30 locations for approximately \$672 per station. The USACE National Water Safety Program created the graphic artwork needed for all the ads. USACE offices that would like to purchase convenience store ads with government funds near their lake can request the artwork by emailing Pam.

These ads were purchased through a company called All Over Media (AOM) and they manage a variety of types of advertising all across the U.S. The Corps Foundation worked with AOM's Kevin Spaniol and his contact information is [Kevin.Spaniol@allovermedia.com](mailto:Kevin.Spaniol@allovermedia.com) and office number 763-762-2053. You can see more about what kinds of advertising they do at [AllOverMedia.com](http://AllOverMedia.com).

With help from the USACE National Water Safety Program, The Corps Foundation also partnered with USACE offices in Florida and Tennessee to share costs for back cover advertisements in the Florida Freshwater Fishing Regulations Guide and the Tennessee Fishing Hunting and Trapping Guide. These purchases were made through Kalkomey Enterprises, LLC that now manages JF Griffin Publishing. State fishing regulation

publications that Kalkomey publishes can be viewed online at [eRegulations.com](http://eRegulations.com).

The Corps Foundation's funding for all these ads came from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.



Above left: Gas pump near Lewisville Lake in Texas with campaign advertising. Above right: Partnership Purchase of Back Cover Ad in Tennessee Fishing, Hunting, and Trapping Guide.

## America's Boating Channel™ Tune-in Campaign Grant

The Corps Foundation received a \$6,750 grant from America's Boating Channel™ to promote the Life Jackets Worn...Nobody Mourns campaign videos on their channel and get more people to tune-in to watch the channel. **America's Boating Channel™** is a free full-time television destination exclusively for boaters with boating lifestyle, sports, news, and entertainment genres of TV programming.

The Corps Foundation's Special Programs Director Rachel Garren worked in partnership with the U.S. Army Corps of Engineers (USACE) National Water Safety Program to distribute promotional materials to 47 different USACE lake and river projects to help with this initiative. They each received 20 posters, 100 rack cards, 100 business cards, and 50-100 floating key chains purchased by The Corps Foundation. Then the USACE projects distributed these items to their visitors this summer to help promote the channel. The printed products used this link [bit.ly/TCFonTV](http://bit.ly/TCFonTV) and QR code to direct people to the Life Jackets Worn...Nobody Mourns campaign videos on the channel.



In addition to the promotional items, the Foundation sent an e-blast to 912 contacts and purchased \$1,650 worth of advertising on The Corps Foundation's and Please Wear It Facebook pages.

America's Boating Channel™ was very pleased that our efforts helped them to achieve their goal to increase viewership on its smart TV platforms. They reported results on Facebook that included a total Reach of 1,267,228 and 5,043,502 Impressions thanks to all those who received Tune-in campaign grant funds.

The Corps Foundation would like to thank all those throughout USACE that helped in this initiative to get more people to tune-in to America's Boating Channel™.

## Michelle Hart, Natural Resource Manager of the Year

by Melissa Rinehart

Michelle Hart is an exceptional Natural Resource Manager, uniformed Park Ranger, and leader in her field. Her passion and dedication are evident in all elements of her work and work products. She is an NRM subject matter expert and complimented regularly by those she supports at our Operating Projects, leadership within Portland District, and NRM program leaders across NWD and HQ USACE. Her professionalism, integrity and selfless service reflect great credit upon herself, the Portland District, and the U.S. Army Corps of Engineers.



Michelle Hart (left) received her award from Portland District Chief of Operations Kym Anderson. Congratulations from the Corps Foundation.

## Call for 2024 Enduring Service Volunteer Award Nominations

The Corps Foundation is now accepting applications for the 2024 Enduring Service Volunteer Award. The "Enduring Service Volunteer Award" is an annual award honoring long-term service and outstanding accomplishments by individual and families of volunteers at Corps lakes and waterways; 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.

The award is intended as a lifetime achievement award for exceptional volunteers who have made a positive difference in the lakes and waterways and the communities they serve by volunteering for a period of 6 years or more. It is an excellent way to recognize volunteers beyond the USACE Volunteer of the Year award, which may be given to an outstanding volunteer regardless of years served.

**Application forms, which are accepted each year between September 15 and February 15, can be found [HERE](#).** Nominations will be reviewed and winners will be announced in the summer.

## Volunteer Recognition

The Corps Foundation is the proud sponsor of the Volunteer Excellence coin presented for outstanding volunteer service at U.S. Army Corps of Engineers (USACE) lakes and waterways. The Volunteer Excellence coin recognizes exceptional volunteers and draws attention to their invaluable role in helping USACE implement its natural resource and recreation programs. Following are some photos taken of the presentations that help broaden awareness of the positive impact of volunteer initiatives.

Greg Miller, Chairperson, The Corps Foundation

## Mike & Barb Lowrey, Saint Lucie South Recreation Area



Mike and Barb Lowrey have been incredible volunteers on the Eastside at Saint Lucie South Recreation Area. They both have demonstrated over and over that they have an “I care attitude” in everything they do.

Mike and Barb work at the fee station, contact station, and perform maintenance in the field. They came into the project site and their energy to whatever needed to be accomplished. They both dove in feet first with re-establishing our trails on the Northside. They both spent countless hours, in all types of weather, mowing and trimming our trails.

Regardless of the task at hand, Mike and Barb always seem to have a smile on their faces. They always presented themselves as dedicated volunteers, working for the betterment of USACE’s mission and continually aligned themselves up with our associated values. We wish them the best in their next positions at Mobile District at Deer Lick in Alabama

Robert S. Wiggins, Park Ranger



## Friends of Cordell Hull Lake receive Achievement Certificate and Coin



FRIENDS of Cordell Hull Lake (LRN) attended a meeting where the local project staff presented the 2023 Excellence in Partnership Certificate of Achievement and Coin to the FRIENDS Group.

Although the group was not selected as the recipient of the Excellence in Partnership Award, they were still ecstatic to receive the Achievement Certificate and Coin.

They have been a huge asset to the Cordell Hull Lake staff in the short time of their existence and the local Corps office looks forward to working with them for many years to come.

Spencer Taylor, Natural Resource Specialist

## Volunteer Excellence Coins: Jack and Linda Croach

Jack and Linda Croach have been a part of the Allatoona Lake Volunteer Program on and off since 2017. In seven full years of service, they have completed **6,616** hours with most of those hours being completed on the Allatoona Lake Water Safety Program. While they do have other duties such as working the front desk and completing recreation area inspections, it is water safety where they have their passion. There is not one aspect of the Water Safety Program that they have not been involved with over the years. They have presented hundreds of water safety programs to thousands of people. They take part in booths at events, put up water safety banners, check life jacket loaner areas, organize bulletin boards, and inventory water safety materials. They staff a water safety tent on busy Allatoona beaches and day use areas throughout the early summer and have worked well with the rangers. They are responsible for awarding adult visitors with “I Got Caught” prizes for wearing their life jackets. They have been a true asset for Allatoona making it possible to present more water safety to the public when a park ranger is not available. This is their last summer, they will be retiring from their second career in September and they will be greatly missed.



## Volunteer Excellence Coins: Jody and Greta Bales



Jody and Greta Bales have worked out of the Allatoona Lake Volunteer Village since March 2021. Through June this year, they have completed **4,036** hours of volunteer service in a wide range of duties. Most of their hours have been assisting with the Allatoona Lake Recycling Program. They have partnered with another set of volunteers the last four years gathering **25,616 pounds** of recycled materials including plastics, aluminum, paper, ink cartridges, and batteries. Basically, they are responsible for collecting the recyclables in half of the recreation areas on Allatoona, at least twice a week, and gather the recyclables at the Project Office. Further, they frequently assist with water safety programs, working the front desk at the visitor center, and making recreation area inspections. They perform monthly inspections on 50 first aid kits located in Corps vehicles, offices, work and recreation areas, and weekly check water temperatures and the batteries on Automated External Defibrillators. They are always willing to help when asked, they go above and beyond with their duties, and have been a great asset to the Allatoona Lake Volunteer Program.

## Debbie and Stan Zielinski



Debbie and Stan Zielinski have been with us for the past year. Coming in, they knew little about Florida native plants but were willing to take on the volunteer positions for the Engineering with Nature (EWN) Reforestation Project. They participated in all of the training events held to help volunteers identify native and invasive species and have become very knowledgeable. A few months ago, our long term EWN volunteers left for another job opportunity and that's when the Zielinski's really stepped up into more of a leadership role, assisting in training newer EWN volunteers. They never fail to take initiative and often complete tasks before I have the chance to ask. They are very well-rounded in their roles and are able to assist with anything, whether it be mowing, weeding, watering, educating the public, or plant identification. In the past year, we hosted two major community planting days and during both, Stan and Deb took on leadership roles by leading planting teams of 20-25 volunteers and showing them how to plant wildflowers and where to plant them. Leading up to these mass planting days, the Zielinski's helped coordinate with the nursery and plant delivery, as well as working extra hours to help move and organize hundreds of wildflower trays. Stan and Deb work well over their minimum required hours each month because they are passionate about the success of this project. Megan L. Meyer Parsons, Natural Resources Specialist-Park Ranger, W.P. Franklin Visitor Center, US Army Corps of Engineers, Jacksonville District

## Interpretive Exhibits at the Hiram M. Chittenden were recently finished with funds generated by the Salmon Legacy Wall.

The project is finally done. It looks great and the public loves it. Thanks to partners Jim Adams, former Executive Director from Discover Your Northwest and many generous donors to the Salmon Legacy Wall who contributed \$1,000, 5,000 and 10,000. The interpretive firm, EDX worked in collaboration with the staff at Chittenden Locks. Rich Deline from the Corps Foundation helped with fundraising and nearly all aspects of this highly successful effort.



New displays explain the Corps' role in providing salmon passage around the Hiram M. Chittenden Locks in Seattle, Washington.



Overview of the room and partial view of the Salmon Legacy Wall. Donor's names are visible from across the fish ladder. This represents a unique and lucrative fundraising effort by the Corps Foundation and partners.





Visitors to the locks may interact with the displays to unravel the mysteries of the salmon's lifecycle.

## Membership Renewal: Your Support Makes a Difference!



Please enter your contact information in the space below.

Name:

Address:

ZIP:

Email:

Phone number:

## Contribution Level Payment

Please return this form with your check payable to CNREF, c/o Dave Wahus, 422 Silver Fox Lane, Pisgah Forest, NC 28768. If you prefer, you can renew your membership online by visiting the Foundation's website at [www.corpsfoundation.org](http://www.corpsfoundation.org)

Please indicate your contribution level:

\$25                       \$250                       Other: \$\_\_\_\_\_

\$50                         \$500

\$100

## Your Support Makes a Difference!

*Corps of Engineers Natural Resources Education Foundation is a 501(c) (3) non-profit organization, tax ID #20-5545091, doing business as The Corps Foundation.*

Your donation may be tax-deductible for you as permitted by Federal law for nonprofit organizations. Your support of the Corps Foundation helps U.S. Army Corps of Engineers (USACE) projects and friend's groups connect, grow, and increase their capacity to fulfill USACE's natural resource education mission on lakes and waterways across the United States. Find out more at the Foundation's website:

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

### Contact Information:

Greg Miller, Chairperson,

Corps Foundation

Phone: 816-651-4895

Mail: [Millerga50@gmail.com](mailto:Millerga50@gmail.com)

Corps of Engineers Natural Resource Education Foundation

404 E. 30<sup>th</sup> Avenue, North Kansas City, Missouri 64116



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