



THE TRAIL COMPANION

A NEWSLETTER OF THE LEWIS AND CLARK NATIONAL HISTORIC TRAIL



Inside on Page 3:
Cathlapotle Plankhouse

From the Superintendent

News of Change in the Trail's Planning Endeavors

We know that change is a constant in everyone's life. Business at the Lewis and Clark National Historic Trail is no different.

The National Park Service is in the midst of changing its emphasis from developing single, large-scale Comprehensive Management Plans to developing more concise foundation documents followed by a portfolio of strategic plans. As a result of this change, funding for most comprehensive management plans and general management plans has been withdrawn, including the funding for the Lewis and Clark National Historic Trail's CMP effort. In 2010 and 2011, the Trail attempted to continue the CMP planning effort using the Trail's base operating funds. This approach was not feasible. Consequently, our effort to produce a single CMP has been suspended.

There is no doubt that our CMP work has been crucial in helping ourselves and you, our valued partners, to better understand the issues and needs associated with Trail administration. Our work, to date, will be compiled into a Draft Foundation Statement which will be made available for review and comment. As funding permits,



Mark Weekley, Superintendent

additional plans will be developed to address a variety of specific planning needs. This process will allow for simpler, more focused plans that can be more successfully developed in partnership with nonprofit partners, Tribes, Federal, State, and local agencies, as well as the general public.

The Trail staff extends sincere thanks to all for your support and your comments in helping us focus and develop plans for the Lewis and Clark National Historic Trail. I believe we have benefitted greatly from the planning work we have accomplished to date. We have a broader and stronger understanding of the Trail, its legislation and our responsibilities for maintaining the Trail into the future. We welcome your questions about this change in our approach to Trail planning. Please feel free to contact me at 402-661-1814, or Mark_Weekley@nps.gov. ■

A Story of Success: Cathlapotle Plankhouse

by Karla Sigala, Interpretive Specialist



Cover photo and above courtesy of Friends of Ridgefield National Wildlife Refuge.

The cover photo of this issue captures an important and spiritual moment as members of the Chinook Indian Nation lead visitors in a song blessing of a traditional salmon bake at Cathlapotle Plankhouse. Blessings like this have been taking place on the Columbia River floodplain for thousands of years.

When the Lewis and Clark Expedition passed by here on two occasions in 1805 and 1806, they described the area and the people they met and traded with. Today, Ridgefield National Wildlife Refuge, managed by the U.S. Fish and Wildlife Service, protects the archeological site of that Chinookan townsite described by William Clark.

In 2005, in an effort by many partnering organizations, Cathlapotle Plankhouse (pictured above) was constructed and opened to the public. This full-size Chinook plankhouse replica offers visitors opportunities to learn about the culture and lifeways that are still thriving today.

Much of the success of this site is because of the assistance and resources provided by the Friends of the Ridgefield National Wildlife Refuge. This organization has been working hard to serve both the public and

the Chinookan people whose language, traditions, art forms, and history are essential to telling the story of this place.

Utilizing funds obtained through the National Park Service Connect Trails to Parks initiative, Cathlapotle Plankhouse was in great shape to expand their interpretive and educational programming over the past two years, impacting over 12,500 students and visitors.

Offered is rich programming such as traditional mat-making, trade language workshops, canoes and paddles history, flora and fauna of the Lower Columbia, traditional technologies, and an Artist-in-Residence series.

A major contributor to the continued success of Cathlapotle Plankhouse is its ability and willingness to partner with numerous organizations and tribes. Its volunteer corps is strong and dedicated. Congratulations to Cathlapotle Plankhouse for their tremendous success!

For more information: <http://www.ridgefieldfriends.org/plankhouse.php> ■

Volunteer Recruitment

How to make it work for you and your organization



by Nichole McHenry, Volunteer Program Manger

“Recruiting is not simply the act of asking someone to volunteer or putting flyers at the local library. It is a multi-step process that builds engagement.”

From Great Expectations: Boomers and the Future of Volunteering, Volunteer Match 2007

Yes, times are hectic. And yes, I understand that even the thought of recruiting volunteers seems daunting. You may wonder if anyone out there is even interested in volunteering. Well, I just want to give you a boost – to let you know that right now is a perfect time to start your recruitment efforts. More people are looking for volunteer opportunities than ever before.

As a big plus, the benefits of volunteering are monumental to individuals, families, and communities. Finding the right match enriches lives by networking, learning new skills, improving health, and providing opportunities for socialization.

In order to recruit candidates to volunteer for your organization, defining the work that volunteers will do is the foundation of your recruitment efforts. Volunteers are a resource for accomplishing real work. There are several methods of volunteer recruitment, however not all of them will be appropriate for your organization or your specific needs. Volunteers want to feel needed and want to make a difference. To make sure they choose your organization, start by using the appropriate recruitment tools.

Rick Lynch and Steve McCurley, authors of *Essential Volunteer Management*, (Heritage Arts Press) suggest that there are three basic ways to recruit volunteers:

Warm Body Recruitment- When you need a large number of volunteers for a short period time and the qualifications of the task are minimal, you might engage in “warm body recruitment.” This involves a broad dissemination of information, including:

- Distribution of brochures
- Posters
- Speaking to groups
- Notices in appropriate media
- Word of mouth

Targeted Recruitment- The targeted recruitment campaign requires a carefully planned approach to a small audience. Use this method when you are trying to recruit volunteers who need to have specific skills or characteristics that are not commonly found. A targeted campaign requires, at the onset, that you answer several questions:

- What do you need?
- Who could provide this?
- How can we communicate with them?
- What would motivate them?

Working through these questions will help to identify and locate the volunteers you need. Once you locate a source of such volunteers, simply take your recruitment message directly to them.

Concentric Circles Recruitment- This type of recruitment requires you to identify populations who are already in direct or indirect contact with your organization.

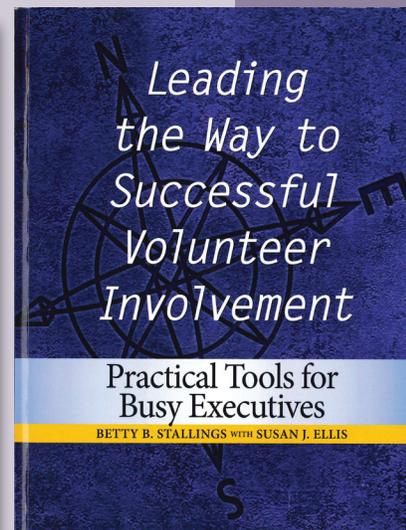
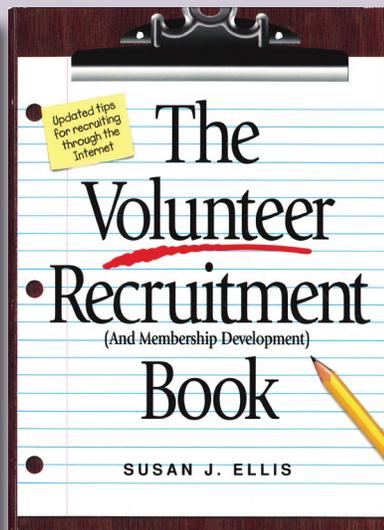
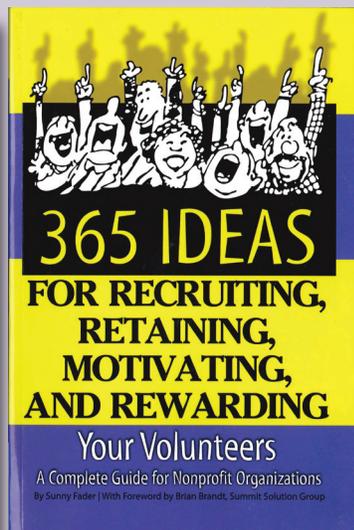
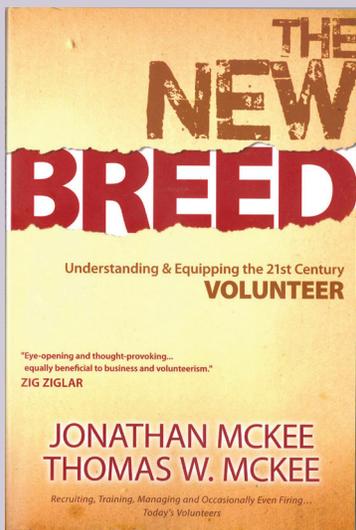
Then contact them with your recruitment message. Such populations include:

- Alumni of your program
- Friends of current volunteers and staff
- People in your organizations' neighborhood
- People who have been affected by a problem you are attempting to solve.

Concentric Circles recruitment involves people who are already familiar with your organization or the problem you want to address, or who are connected through friends or staff members. It is more likely that you will succeed in persuading them to volunteer than complete strangers. In sales terms, this is the difference between a "cold" call to a stranger compared to a "warm" call to an acquaintance.

No matter which recruitment method you use, you must have a good message. Your message should explain how your organization is worthy of a potential volunteer's time. It is important to make your message short, simple and direct. You will need to say enough to provoke potential volunteers to pay attention. Be creative and look for strategies that work for you. ■

Recommended Reading



Volunteer.gov/gov

Trail Volunteer Managers: Are you looking for a place to advertise volunteer opportunities in your community?

Volunteer.gov/gov is a web-based electronic tool for government administered volunteer programs. It's a place where volunteer opportunities can be posted, edited,

deleted and archived quickly and easily. Potential volunteers can search, select and apply for opportunities online.

The applications are then stored in a secure, online database and made available to authorized volunteer administrators. This is a great way for partner sites to advertise current

volunteer opportunities and reach wider audiences. If you have any questions or are interested in learning more about this database please contact:

Nichole McHenry,
Volunteer Program Manager
nichole_mchenry@nps.gov
(402) 661-1810

The Trailhead

by Neal Bedlan, *Outdoor Recreation Planner*



Photo and Video courtesy of Missouri State Parks.

I can almost smell Spring. It has been a long winter and I'm already preparing for longer, warmer days. My February weekends have been spent in the garage – organizing my bike gear. I found my kids' helmets, gloves, backpacks, and water bottles. I've checked the brakes, the gears and chains, and aired the tires. Now, I just have to wait patiently and think about where to go explore: on the Lewis and Clark National Historic Trail, of course.

One area comes to mind immediately, Katy Trail State Park in Missouri. The Katy Trail stands out as a hands-on, family-friendly, and adventure-filled way to experience the Lewis and Clark National Historic Trail. The Katy Trail is known for being the longest section of recreational trail that parallels the Missouri River and is rich with variety. Interested in a 5-day bike ride? How about just an hour or two? Whatever you choose, you will want to return for more. You'll see plenty of wildlife, a diversity of plant communities,

and lots of interesting towns along the way. You'll travel through some amazing scenic areas. Be prepared for breath-taking views. Katy Trail State Park is built on the former Missouri-Kansas-Texas (MKT) Railroad. It is open for a total of 240 miles from Machens to Clinton and is operated by Missouri State Parks as part of the Missouri Department of Natural Resources. It has also been designated as a Millennium Legacy Trail, and was inducted into the Rails-to-Trails Conservancy's Hall of Fame in 2007.

The Katy Trail, made of crushed limestone, offers numerous interpretive signs and trail heads for visitor orientation and opportunities to learn about the area and its history. A big plus is that many sections are accessible. Hiking, biking, and equestrian use is permitted.

I hope I've inspired you to start thinking about getting your gear ready to experience the Lewis and Clark National Historic Trail. Get outside! ■

To find out more information about the Katy Trail go to:
<http://mostateparks.com/park/katy-trail-state-park>



YouTube video

<http://www.youtube.com/watch?v=k6sbKQ1W2XI>

Trailscapes

by Ryan M. Cooper, Geographer



NPS Photo. From left: Steve Johnson, Executive Director of the Missouri River Communities Network; John Regenbogen, Executive Director of Scenic Missouri, Inc.; and Ryan Cooper, Geographer for the Lewis and Clark National Historic Trail

The year 2011 marked a new chapter for the Lewis and Clark National Historic Trail with the development of the Partner Support Program, a new program designed to fairly and equitably provide technical assistance to partners along the trail. The Trail Partner Support Program is made up of an interdisciplinary team of NPS specialists who offer their assistance in support of partner-driven projects. Through this competitive process, the Trail Partner Support Program team can dedicate time and resources to assist partners with compatible missions. Partners may request technical assistance from the NPS, which would include but is not limited to: collaboration, participation, project visioning or re-envisioning. In 2011, there were several applications for innovative projects along the trail.

One important project identified through the Partner Support Program is the effort

What is Geotourism?

National Geographic's Center for Sustainable Tourism defines geotourism as *tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.*

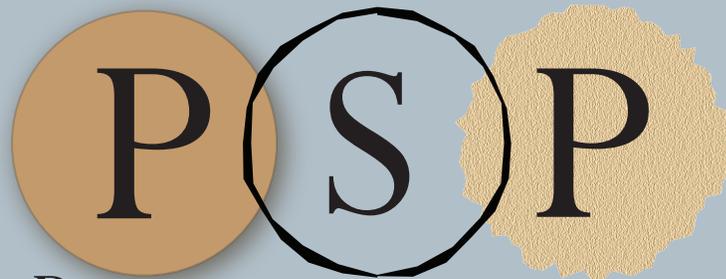
Geotourism destinations seek to preserve their unique character and provide quality, authentic experiences that leave visitors with an appreciation of the local culture, history and ecology.

Visit the National Geographic Center for Sustainable Tourism on the web at:<http://travel.nationalgeographic.com/travel/sustainable/>

by Scenic Missouri, Inc. to develop a GeoTourism Master Plan for the Lewis and Clark Trail in Missouri. The overall goal of this plan will be to increase usage and awareness of the trail in a sustainable manner while also increasing stewardship of the trail's natural, cultural, and recreational resources. The project area includes a portion of the trail in Missouri, starting at the confluence of the Missouri and Mississippi Rivers near St. Louis, to the Weston Bend area north of Kansas City. Trail staff are helping to provide technical assistance to Scenic Missouri along with other partners such as the Missouri River Communities Network and the Confluence Partnership with GIS and mapping, auto tour route identification and planning, and federal agency coordination.

In June of 2011, Trail staff met with John Regenbogen, Executive Director of Scenic Missouri, Inc. and Steve Johnson, Executive Director of Missouri River Communities Network to learn more about the project and to visit Katy Trail State Park. Rocheport is one example of a community that has embraced tourism and recreation along the Lewis and Clark Trail by offering a number of different experiences to visitors interested in history, culture, nature, and recreation. In Jefferson City and St. Louis, Trail staff participated in meetings along with other key stakeholders in the geotourism project, including federal and state agencies and non-profit organizations in August. Additional meetings are planned to be held in the Kansas City area this spring. ■

Lewis and Clark National Historic Trail



Partner Support Program

**Are you working on a
Lewis and Clark Trail project?**

Would you like some assistance?

The Lewis and Clark National Historic Trail Partner Support Program is accepting Applications for Technical Assistance to support projects in which the Trail works collaboratively with awardees to protect resources, communicate the stories and enhance the visitor experience.

Open Period

January 23-February 27, 2011

Informational Webinar

For Full Announcement:

<http://www.nps.gov/lecl/parkmgmt/partner-support-program.htm>

For questions:

LECL_PartnerSupport@nps.gov
402-661-1820

Seeing Lewis and Clark Everywhere... But Why?

by Mark Weekley, Superintendent

I have always known the Corps of Discovery Expedition is a very big deal, but two years ago as I dove head-first into the story and the Trail, I was astonished to realize one can “see” Lewis and Clark everywhere. One does not need to look far to understand that the Lewis and Clark story remains a surprisingly big deal.

Obvious locations for such sightings are highways that offer the iconic, brown Trail signs to mark the historic route corridor. Schools, museums, visitor centers and other important places – as well as not so important places - are named in honor of the stalwart Captains. Less obvious are references in many books and movies, both old and new. Sometimes these are easy to spot like in the movie *Night at the Museum*, where a statue of Sacagawea comes to life. Other times you may have to look pretty hard to see Lewis and Clark in the background, as in the children’s movie *Matilda*. But references are there if you take time to look closely. When we travel with our kids it is fun to see how many Lewis and Clark “sightings” we can make in a day.

Though for me the most interesting aspect of the story is trying to understand why after 200 years Lewis and Clark are still entwined throughout our nation’s culture and our everyday life in a way very few of our other stories or heroes are. There is a passion and interest in this story that amazes me. I am impressed by how many people are working and spending their resources to protect the Trail and tell its story. I know this may seem pretty normal to people who already

share this passion, but it really is a rather special phenomenon to a newcomer like me. I think part of the reason for the prevalence and popularity of the expedition and its members is that it has all the elements of a truly great story. First and foremost it is a true story and one where we can still visit most of the places where the story took place. We can meet the descendants of many of the Expedition members and get to know and learn from the tribes the Expedition encountered. It is also a big story that stretched from coast to coast and took place over many years. It is a story of courage and sacrifice that changed our nation. While an all-water route to the Pacific was not to be found, the Expedition was still a success. It is human nature to latch on to stories of success.

This is a story that keeps people coming back because it is a story of hope, cooperation, determination, hardship and friendship. Like most great epics this story also contains true tragedy. York’s continued enslavement for years following the Expedition is clearly a sad and sobering piece of this story, as was the near decimation of American Indians in the west after the Expedition helped open their homelands to the east.

We may not like everything we see as a result of this historical event, but we embrace the Lewis and Clark Expedition because it is a story that helps us understand where we have been and who we are as a nation...for better and worse. This is a story that remains relevant today and will continue to be so far into the future. ■

Little Known Facts of the Lewis and Clark Expedition

by Dr. H. Carl Camp

Lewis's Dilemma: Behind Schedule and Short of Funds

As plans were being laid in 1803 for an American expedition across the continent and back, President Thomas Jefferson and Meriwether Lewis estimated the journey might take as long as eighteen months. Both men felt a sense of urgency to complete the preparations soon after Congress approved and funded the venture. They wanted to get the expedition into the field and as far up the Missouri River as possible before winter conditions would close the travel season and force the explorers into winter quarters.

With that timetable in mind, Lewis first went to the Federal arsenal at Harpers Ferry, Virginia in March of 1803 where he acquired 15 of the latest model .54 caliber rifles, matching accoutrements, powder, lead, knives, tomahawks and other camp equipment. While there he also worked closely with artificers designing, fabricating and testing two prototype sections of a collapsible, iron-framed boat he and his mentor had dreamed up.

Jefferson and Lewis figured a week at Harpers Ferry would be sufficient to accomplish the necessary tasks. But the week turned into two; then three; and finally, four. As time sped by, the president became concerned about the delay in Lewis's planned arrival in Philadelphia to meet with special tutors he had arranged to help the expedition's young commander prepare for his mission. In a letter dated April 23, 1803, Jefferson complained that he "had not been able to hear any thing of you [directly] since March 7" His letter and Lewis's



of April 20th from Lancaster, Pennsylvania explaining at length his accomplishments at Harpers Ferry probably crossed paths while en route to their respective destinations. Lewis likely would have felt keenly the notably gentle pressure exerted by his mentor to the effect that he should get on with the crucial preparations.

Lewis had finally left the arsenal for Lancaster where he arrived on April 19th. There he was to receive special tutoring in the techniques of celestial navigation. When that training was completed, he went on to Philadelphia to receive additional instruction in biology, botany and medical practices from President Jefferson's learned friends, all members of the American Philosophical Society. While in Philadelphia, Lewis also bought a long list of supplies, clothing, navigation instruments, equipment, medicines, Indian gifts and trade goods.

Lewis was back in Washington, D.C. by June 19, 1803, for his final instructions from the president. He was at least three weeks "behind schedule." He had already spent \$2,324 of the \$2,500 congressional appropriation and he had yet to set foot on uncharted territory. In coming months unanticipated circumstances would further delay the expedition's arrival on the Missouri River and costs would mount. ■

Coming Soon...

Partner Networking and Data Collection Portal

The screenshot shows the top navigation bar with the Lewis and Clark National Historic Trail logo on the left, the title "Lewis and Clark National Historic Trail" in the center, and "National Park Service U.S. Department of the Interior" on the right. Below the title is a navigation menu with links for Home, News & Media, Volunteer, Events, Resources, and Contact. A "Manage Content" section is highlighted in red. On the left side, there is a "System Maintenance" menu with options: Maintain Partners, Maintain Users, Maintain Events, Update Statistics, Reports, and Manage Content (which is highlighted). The main content area is titled "Maintain Content" and contains a form with fields for *Name, *Organization (set to All), and *Content Type (set to All). Below the form are buttons for Search, Add Content, Clear, and Clean Up User Files. At the bottom of the form, it says "33 items found, displaying 1 to 10." and "[First/Prev] 1, 2, 3 [Next/Last]".

The Partner Networking and Data Collection Portal is currently under development. The Portal is being designed to provide Trail organizations with a central location to enter statistics specific to their organization, as well as post events and volunteer opportunities. Its utility will be broad and useful for your organization.

We are looking forward to its launch. Look for upcoming information and details on a Portal training to be held April 16, 2012. Subscribe at link below to receive training details.

Subscribe or Update Your Profile to Stay Informed

In an effort to better serve you, we are taking steps to improve our mailing list. To conserve resources, much of our communication efforts have transitioned to digital format. Periodically we still send hardcopy announcements on various topics. Having an accurate email and surface mailing address will ensure that we can reach you effectively.

Please take this opportunity to either subscribe or update your contact information and provide us with your interests. For questions, contact the Editor at (402) 661-1826. Thank you.

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