



GREAT BASIN National Heritage Area

The Newsletter
of the Great Basin
National Heritage
Partners

There is a reason they call it Great! —Its loneliness and wide open spaces appeal to the special few.

GBHAP 11th annual meeting planned

The public is invited to join the board of the Great Basin Heritage Area Partnership (GBHAP) when it meets at the Delta School District Offices 450 N, 285 E on Saturday, June 4 at 10:00 a.m. MDT. The event marks the 11th annual meeting for the Partnership, incorporated in May of 2000 to promote designation of Millard County, Utah and White Pine County, Nevada along with adjacent tribal lands as a National Heritage Area.

The featured activity of this meeting will be the public release of the draft management plan that is proposed to guide the

Great Basin National Heritage Area through its first 10 to fifteen years. (See article below.) Details of the plan for preservation, promotion and interpretation of archaeological, historical, cultural, natural, scenic and recreational heritage resources of the Great Basin National Heritage Area will be presented and discussed.

Members of the general public, heritage partners and friends of the GBNHA are encouraged to attend. Comments and suggestions for operational objectives are always welcome.

Draft Management Plan/EA to be released

Many years in the making, the draft management plan and environmental assessment for the Great Basin National Heritage Area is ready to be released for public review and comment. The notion for a National Heritage Area for the Great Basin first surfaced in 1997. It was not until 2006 that the area achieved official recognition by

Congress when it passed the Great Basin Heritage Act that was signed by President George W. Bush. Research and writing on the plan began in earnest in 2008 under the leadership of the Great Basin Heritage Area Partnership (GBHAP). The Partnership is the cooperating partner (local manager) for the Heritage Area.

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Sheep shearing heritage begins to thrive again in the GBNHA

Sheep have been, and remain today, a major cultural and heritage feature within the Great Basin National Heritage Area. Several herds over-winter in the Heritage Area while others live in the Area year 'round. Each April displays a flurry of

.....Sheep Continued on Page 4



Volume 3 Issue 1

May 2011

Meet Some of Our Stakeholders:

- ◆ Great Basin National Park— Baker, NV
- ◆ White Pine Public Museum
- ◆ Paiute Tribe of Utah
- ◆ Nevada Magazine
- ◆ Utah Quilt Guild
- ◆ Utah Office of Tourism
- ◆ Nevada Arts Council
- ◆ Millard County Commission

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GREAT BASIN HERITAGE NEWS

GBH News is the official newsletter of the Great Basin Heritage Area Partnership and is produced by its Executive Director.

GBH NEWS is published periodically. All issues are posted on the GBNHP website. Some copies are also mailed or e-mailed to GBHAP partners and associates.

GBH NEWS will accept articles from partners or interested parties on heritage issues or events occurring within the Great Basin National Heritage Area. Articles may include photos (preferably in JPG format) accompanied by a cover letter with the author's name, address and telephone number. They may be mailed to:

GBH News

PO Box 78

Baker, NV 89311

or e-mailed to greatbasinheritage@wirelessbeehive.com

Great Basin Heritage Area Partnership Board:

President.....Denys Koyle

Treasurer.....Julie Gianoli

Directors.....Jane Beckwith

.....Kyla Overson

.....Virginia Sanchez

.....Delanie Spilsbury

.....Dave Tilford

.....Cheryl Noriega

BookkeeperSusan Wetmore

Become involved...

GBHAP seeks partners to join us as supporters, funders, operators of heritage features, volunteers, or even as critics.

Contact us at:

PO Box 78

Baker, NV 89311

or e-mailed to greatbasinheritage@wirelessbeehive.com

Phone (775) 234-7171

A Report from the President



A good time was had by all at the Old Shepherders' Gathering held in late January by the Partnership in conjunction with the event's prime sponsor the Border Inn. Nearly 200 people attended. It is gratifying that so many people who lived this extraordinary lonely sheep raisers life style have responded to our efforts as a heritage area to do oral histories of a little known aspect of Great Basin life. Thanks to Board member and volunteer Dave Tilford who has spent many hours recording more of these valuable tales.

The GBHAP was to have held its regular winter Board Meeting in Delta in February but a late winter snow storm intervened. When board members arose the morning of the meeting, they were greeted with the storm in full force. Some Ely members made it as far as Baker. When it was realized most could not make it on to Delta, a phone meeting was quickly arranged. Fortunately board progress was not impeded and, despite the snow, a productive meeting was had.

Much of the meeting was devoted to a review of the status of the developing Management plan. As part of that the Board revised some of its strategic objectives and adopted a vision statement.

The new statement reads:

We envision a Great Basin National Heritage Area with its heritage thoroughly researched, understood, protected and celebrated as a basis for regional economic vitality: A region whose citizens and visitors understand, its value, and are fully committed to preserving and sustaining the local cultural and natural heritage for future generations.

Several board members at the meeting reported working with stakeholders to execute partnership agreements. New agreements were received from the Border Inn, Forest Service and the White Pine Public Museum.

Also at the meeting the Board agreed to assist in getting an appraisal of a building that the White Pine Public Museum has proposed to purchase for use as a museum in celebration of mining in the Great Basin. And, the Board considered the hiring a person to assist with grant writing and administration.

In April several Board and staff attended the Nevada Commission on Tourism's "Roundup" on Rural Nevada travel where they learned (among other things) some of the values and techniques of using the new social media to market and promote heritage travel.

Now, in May the spring/summer tourist season has finally begun for the GBNHA. We only hope that the high and yet increasing fuel prices will not hamper our remote region's tourism. Our fabulous heritage features will surely provide reason to resist this potential. We still have so much to show the traveler!

Denys Koyle, GBNHP President

Free webinars may provide support to HA partners

Several non-profit organizations around the country were organized to help other non-profits to be successful. Because the Great Basin Heritage Area Partnership is composed of many organizations including some struggling non-profits, a list of free webinars (seminars via internet websites) that could be helpful to GBHAP partners is provided below.

Using Winning Communications Strategies to Affect Change

**Tuesday, 10 May 2011
1:00 PM (Eastern)**

With so much discussion about social media tools, it's often easy to get lost in the hype. What if you're just starting out? Where do you begin? How do you incorporate these tools into your existing communications strategy? This [Network for Good](#) webinar will cover: the four primary types of social media strategies and how they can fit within the context of a larger communications plan; when to use these strategies and why; and, how to create measurable outcomes.

Crowdsourcing vs Community-sourcing

**Wednesday, 11 May 2011
3:00 PM (Eastern)**

Have you heard about "crowdsourcing" or maybe even tried it at your organization? Well, there's a big difference between working with the crowd and working with your community! This [NonprofitWebinars.com](#) program will explore the differences and identify opportunities for your organization to start building engagement and participation.

Your Board and Fundraising: An Introductory Class

Thursday, 12 May 2011

3:00 PM to 4:00 PM (Eastern)

This [FoundationCenter.org](#) webinar will help you think through the process of getting your Board involved with fundraising. The session will cover: the role of your board; why board members may be reluctant to fundraise and how to overcome these concerns; ways the board can participate in fundraising activities and tips for strengthening your fundraising board.

Google Marketing Basics for Nonprofits: The Steps From Goal-setting to Results

Tuesday, 17 May 2011

1:00 PM (Eastern)

Want to be a smarter online marketer? Does the term "Search Engine Marketing" cause you anxiety or frustration? Join this [Network for Good](#) webinar where you'll learn to set online marketing goals for your website, improve landing page conversion rates and understand what free online marketing tools are available to you that can help keep your marketing costs under control.

Managing Difficult Volunteer Transitions

Tuesday, 17 May 2011

11:00 AM to 12:00 PM (Pacific)

What do you do when it's time to ask a volunteer to leave your organization? This [Volunteer Match](#) webinar will give you the tools to address challenges around difficult volunteers, volunteers aging in place, and suggestions to minimize these situations in the future. Suggestions for determining when a volunteer should be terminated, and making it easier on you, other volunteers, and staff will be presented. And, the role

that risk management plays in these decisions will also be included.

Proposal Writing Basics

Wednesday, 18 May 2011

3:00 pm to 4:00 pm (Eastern)

In this [FoundationCenter.org](#) webinar, those new to proposal writing will find answers to common questions, such as: how the proposal fits into the overall grant-seeking process; what to include in a standard proposal to a foundation; what funders expect to see in your proposal and attachments. You'll also learn tips for communicating with funders during the grant process and additional resources on proposal writing, including sample proposals.

Boomer Volunteers Building Capacity: The Foundations for Success

Wednesday, 25 May 2011

12:00 PM - 1:00 PM (Pacific)

Imagine a world in which you have all the resources your organization needs to serve more clients and deliver more programs. The skills and talents of Baby Boomer volunteers can help make this vision a reality. Join Jill Friedman Fixler, author of the *Boomer Volunteer Engagement* series, and co-author/editor Beth Steinhorn for this introduction to the tools and strategies that can help you engage Boomer volunteers as leaders to help your organization use high-impact volunteers to build organizational capacity. This [Volunteer Match](#) webinar will feature case studies, needs assessment, timelines, and recruitment tools. The series is designed as a collection of four separate webinars and can be taken in any order.

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Shepherders and Shearers—A heritage tradition

sheep related activities in the region. Scattered winter herds are gathered and driven (or trailed) to processing sites where they are sheared; then some herds are shipped and others trailed to high mountain summering ranges where they will lamb and grow their wool again until fall when they are returned to the winter ranges.

The Great Basin region represents a substantial portion of the U.S. sheep industry that produces many and varied products from lamb chops served in fine dining restaurants to lanolin. Estimates of retail lamb and wool, wholesale pelts, variety meats, meal, tallow lanolin, and retail sheep cheese sales indicate that \$774.6 million in production generates an additional \$1.9 billion in multiplier effects, summing to a total economic impact of \$2.7 billion. But beyond the economic value, the *heritage* of the sheep industry in the Great Basin is important as well. And, an industry that once appeared to be dying is today growing again.

The U.S. sheep industry has changed greatly since World War II. Both sheep meat and wool production had seen rapid declines. So too had revenues and the number of sheep operations. The wool



industry suffered from increased use of synthetic fibers, which were found to be less expen-

sive than wool and, when blended with natural fibers, more attractive to consumers. Historically, lamb meat was a byproduct of the wool industry, but wool's decline changed that. Lamb meat production became, for a while, the emphasis of the American sheep industry. Lamb prices alone had been unable to support a recovery of the sheep industry. And, until the last few years, U.S. lamb production continued to decline, with lamb meat imports filling in.

The export marketplace is becoming increasingly important for U.S. wool producers. There are no signs that high wool prices will subdue the wool textile industry. In 2010, worldwide raw-wool consumption increased 5 percent. China, the largest wool apparel retail market, produces only half of the wool it processes each year. Higher imported-wool prices make domestic wools more competitive, likely increasing the demand for domestic wool, as well as domestic and international competition.

Fast and efficient removal of the



wool is an economic requirement, so each April one or two specialty crews are brought into the area to custom shear. Good shearers are hotly sought after. Highly skilled, the shearers sometimes participate in international competitions (not unlike rodeos) to see who can clip a sheep quickest and cleanest.

(A synopsis of the commercial mass shearing operation appears in pictures on these pages.)

Once, most of the shepherders in Nevada were Basques while many in Utah were Scandinavian or





Irish. Today most of the herders are from Latin America—many from Peru or Chile. Some skilled American shearers are left. But crews are often rounded out with Australians or New Zealanders who also shear in the southern hemisphere in the opposing season. Each of these groups brings their own cultural traditions to the enterprise enriching also the culture of the Great Basin while helping to preserve its heritage traditions.

Sheep are moved from a pen to a narrow shoot leading to the shearing trailer where six highly skilled shearers remove the fleece from an animal in just a couple of minutes. Pulleys and ropes support each shearer to reduce the pain from bending over all day. Specialty clippers are also balanced to reduce their weight and maximize mobility as they glide over each sheep. The wool is graded and pressed into 500 lb. bales for the market—mostly in China.

After shearing each sheep receives a distinctive brand with special paint.



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GBNHA Draft Management Plan to be released

The plan will be released at the 11th annual meeting of the GBHAP on June 4 in Delta, Utah. It will also be available on the Heritage Area website greatbasin-heritage.org. Copies will be available to read in local libraries and at the visitor center of the Great Basin National Park. Organizations and individuals within the Heritage Area (and elsewhere) are encouraged to review and comment on the plan.

The document provides an overview of the planning process that was based throughout on public involvement. An extensive section highlights many of the archeological, historical, cultural, natural scenic and recreational heritage features within the Heritage Area that will play a part in the first few years of the plan. It also lists projects and programs the Partnership intends to pursue.

Projects undertaken within the first two years, according to the plan, will pump just over one million dollars into the area's economy and tackle local projects ranging from gathering of local histories to marking locations of heritage visitor sites and on to production of tourist materials and even community redevelopment.

The document also provides an environmental assessment of the plan with narrative evaluations of the anticipated effects that the plan may have on the natural environment and the socio-economic conditions of the area.

The Plan will be open for comment until at least mid-July. Comments may be submitted in writing addressed to the Great Basin Heritage Area Partnership P.O. Box 78 Baker, NV 89311 or sent to the Partnership's e-mail

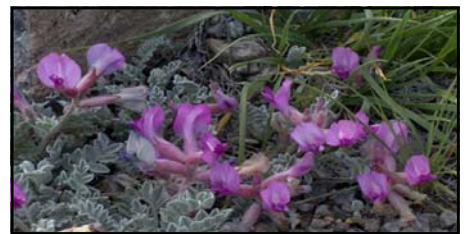
address greatbasinheritage@wirelessbeehive.com.

Following public review of the plan a final draft will be issued taking any comments into consideration. The final draft will be sent to the Secretary of the Interior for approval in September.

The act that designated the Heritage Area authorized funding in the amount of 10 million dollars over a 15 year period. Annual appropriations have been under \$150,000 annually to date. However, the annual appropriation is expected to increase once the Plan meets approval of the Department of the Interior.

The Management Plan is, first and foremost, a guide for decision-making.

Recognizing that the Great Basin National Heritage Area will evolve over time as a result of voluntary actions and partnerships among numerous organizations within the region, the Plan does not attempt to prescribe a detailed list of actions. Rather, it provides the direction, criteria, and processes needed to establish priorities and to make informed decisions. It establishes an overall structure for conserving, enhancing, and linking heritage resources in the form of goals, strategies, and primary interpretive themes. It illustrates and provides examples of the ways that public and private partners can work together to achieve the heritage area mission. Finally, it sets some basic priorities for heritage area programs over the next two years, along with guidance for monitoring success in achieving the goals.



The Plan focuses on archeological, historical, cultural, natural and recreational features within the Great Basin National Heritage Area.

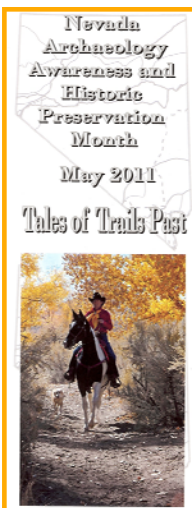
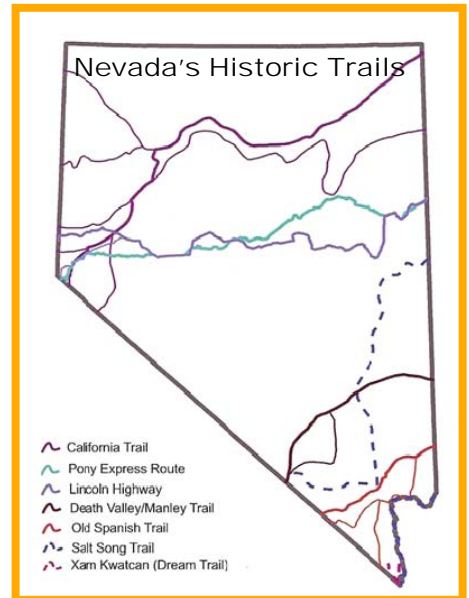
May is Nevada Archaeology and Historic Preservation Month

The Nevada Archeological Association is a non-profit state wide organization whose aim is to coordinate the work of professionals and amateurs in archaeology, anthropology, historical archaeology, geoarchaeology and related fields. Each year in May the Association sponsors Archeological Awareness and Historic Preservation Month.

The theme for this year's month long observance is *Tales of Trails Past*, bringing recognition to the pathways that Native Americans and early settlers took when coming to and passing through Nevada. Such trails within the Great Basin National Heritage Area include the California Trail (Hastings Cut-off), the Pony Express Route, and the Lincoln Highway.

Several scheduled events outside the actual Heritage Area, but still in the Great Basin and generally representational of it include lectures about rock art and other lectures on the pottery of the Fremont cultures that once roamed the area.

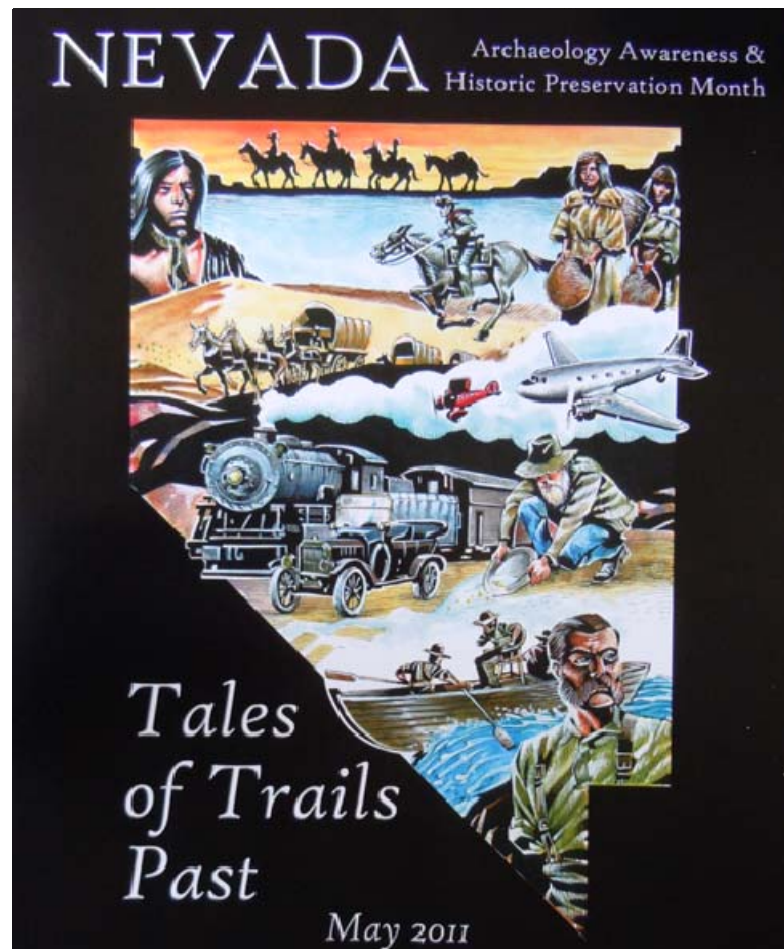
The Great Basin Heritage Area Partnership does not have a particular program that it is sponsoring this year in view of the intensive work that is being done toward completion of its management plan but it does support others observance of Archaeology and Historic Preservation Month and will be sponsoring annual programs in the future.



A series of more than 43 events will be held in eleven counties throughout the state. In White Pine County (the western county in the GBNHA) events focus on the Great Basin National Park where on May 14 archeologists from the park and representatives of the Ely District of the Bureau of Land Management

and the Ely Ranger District of the Humboldt-Toiyabe National Forest will sponsor archeological activities and demonstration including tours to local area (archeological or historical) sites.

Promotional material promises a fun filled day with real archeologists, hands on activities for kids, atlatl throwing and more!





Heritage News
PO Box 78
Baker, NV 89311

The Newsletter of the Great Basin Heritage Area Partnership.

We are on the Web. Visit us at:

<http://www.greatbasinheritage.org/>

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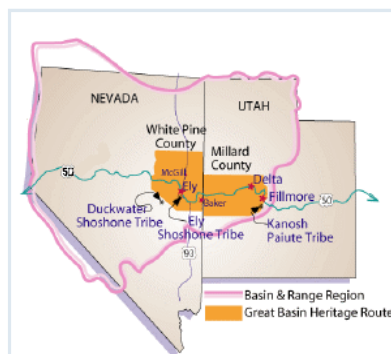
The Great Basin Heritage Area Partnership

Our mission is to: develop and enable partnerships to help identify, research and evaluate, conserve, protect, interpret and promote the archaeological, historical, cultural, natural, scenic and recreational resources of the Great Basin National Heritage Area in a way that enhances economic opportunity without managing or regulating land use.

You may want to know a little about our history and our objectives...

And join us as a partner

The Great Basin National Heritage Area (GBNHA) was designated by Congress in 2006 to recognize its "classic western landscape that contains long natural vistas, isolated high desert valleys, mountain ranges, ranches, mines, historic railroads, archaeological sites and tribal communities." The recognized Area is made up of two neighboring counties, White Pine in Nevada, Millard in Utah, as representative of the larger geographic Great Basin.



The Great Basin Heritage Area Partnership (GBHAP) was designated as the local coordinating entity for the Area.

The Partnership has been in operation formally since 2002 when it was incorporated. It had been active informally prior to that.

In addition to developing a management plan, the Partnership is currently reformulating its relationship with organizations and agencies that were, are or could

be partners. Partners are nothing more than individuals, non-profit organizations, governmental agencies, businesses, or even foundations that have an interest in the Great Basin National Heritage Area and want to participate in what the partnership is doing. Relationships can be formal; the partnership has a written agreement with the National Park Service and we are working on developing memorandums of understanding with local BLM Offices. Or, they can be informal; we have simple letters of support from a number of groups. No written documentation is necessary if individuals want to volunteer.