



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

Send to ALL EMPLOYEES, SWR

For INFORMATION &
ANTICIPATION!

By SWR-D Date 2/12/90

IN REPLY REFER TO:

FEB 01 1990

Memorandum

To: All Employees of the National Park Service

From: Director, National Park Service

Subject: Our Diamond Anniversary, the 75th Anniversary of the National Park Service

August 25, 1916, was in most respects a rather unremarkable day to President Woodrow Wilson and the rest of the country, but it turned out to be the start of one of the best ideas this nation has ever produced. Next year we will all share a celebration of that milestone, the establishment of the National Park Service, with park visitors, neighbors, and the world conservation community.

Our emphasis for the Diamond Anniversary will be on the Service family rather than the System. I intend for this event to broaden our constituencies and win more friends for our unique cadre. Simultaneously, we will strive to foster better understanding of our equally unique skills and dedication to the crown jewel resources of the United States.

To that end, I have designated Deputy Director Herb Cables as chair of the Diamond Anniversary. He will be orchestrating the activities of several employees from all levels of the Service to create a memorable event for us all. A very attractive graphic logo has been developed and will be released to you in ample time to be used in all appropriate printed and audiovisual material. The motto for our 75th anniversary is:

NATIONAL PARK SERVICE

75 Years

Protecting the Past, Managing the Present, Investing in the Future

A stock theme statement which I would like to see used as a sidebar in all articles, publications and audiovisual media on the subject of the Anniversary is:

"National Park Service professionals are rededicated to their fundamental mission as archivists of the Nation's history, providers of educational and leisure time opportunities, and protectors of our vast but limited resources for future generations."

The core of workers on the Diamond Anniversary project will be in touch with many of you over the next year of planning and preparation, and, on their behalf, I solicit your enthusiastic assistance. This is your celebration, and will be designed to enhance public recognition of the excellence each of you pursues.

I encourage you to develop soon an overall plan of how you will observe this birthday during calendar year 1991. I also urge you to involve your respective concessioners and cooperating associations in this planning. Debbie Trout, Executive Director of the Conference of National Park Cooperating Associations will represent that organization nationally. Phyllis O'Connell, Concessioner, Pisgah Inn, Inc. on the Blue Ridge will represent the Conference of Concessioners on a national basis. Bill Sontag, Special Assistant to Rocky Mountain Regional Director Lorraine Mintzmyer, is the 75th Anniversary Project Director. Plans for each park's celebration of the Diamond Anniversary should be prepared and sent to Bill for consolidation no later than October 1, 1990.

A monthly schedule of activities will be provided to each of you during the Diamond Anniversary year. Finally, we will appreciate notification of any projects you have already undertaken regarding the Diamond Anniversary, and progress reports as projects are brought to fruition.

J. M. Sontag