



*Meriwether
Lewis*

**US ARMY CORPS OF ENGINEERS
and the
LEWIS AND CLARK
BICENTENNIAL COMMEMORATION**



William Clark

“DESTINATION, THE PACIFIC”
Oregon/Washington Signature Event
November 7-15, 2005
After Action Report

Background: In 2000, the National Council for the Lewis and Clark Bicentennial decided to highlight some of the more nationally significant festivals and events and call them “Signature Events”. These events were to be those of nationwide historical significance, have the potential of high visitation, and be multicultural in nature. The “Destination, the Pacific” was designated as the eleventh of these Signature Events. The event was held in three locations – the Opening Ceremony in Hammond, OR; the vendor fair in Astoria, Oregon; and the federal exhibits in Long Beach, Washington. The weather for the event was wet, windy, and cold with daily temperatures in the uppers 40’s to low 50’s. In spite of the weather, there were an estimated 40,000 people that attended the 10-day Signature Event including over 1,500 school children from western Oregon and Washington.

In addition to Ken Wilk and myself, Corps personnel that worked in one or more of the venues at this Signature Event included: Tim Bischoff and Charlie Deutsch (MVS); Rick Magee and Diana Errico-Topolski (NAE); Pat Kline, Gene Herrmann, and Larry Spisak (LRP); Jon Carlson, Patti Williams, Eugene Goff, Kelly Thomas, Melissa Rinehart, Susan James (NWP); Wayne Freed and Phil Sheffield (NWO); Jeff Boutwell, Ed Shirley (SWF); Craig Rockwell (NWW); Linda Clapp (SPN); Denise Robertson (SPK); Crystal Baughman (NWS); Dave Quebedeaux (SAS); Brian Westfall, Renea Guin (MVK); and Jeff Pobieglo (SAM). Volunteers for the event included Susie Kline (formerly LRP); Roy Boutwell; Rich Deline; and members of both the Lewis and Clark Illinois Detachment (Dennis Nichols, Don Ferricks, Mike Stout, Todd Western) and Frontier Army Living History Association (Jeff Bender, John Steinle, Jim Hebb)

Action: The Corps was involved in many separate venues during this commemorative event. These will be discussed individually below. Because of the number of schools and bus tours scheduled to attend the event, most of the Federal exhibits opened on Monday November 7 even though the “official” public opening was not until Friday November 11.

Pre-opening Reception

The Welcome Reception took place on the evening of November 10 in Astoria, OR. This reception was for both the Oregon and Washington State Sponsors and Signature Event participants. Attending the event were Col(P) Martin and family, Col O’Donovan,

and Ken Wilk. It started with a progressive dinner from 5-7pm that involved 5 businesses on 12th Street between Commercial and Duane Streets, otherwise known as the Liberty Theater District. From 7-9pm, there was a formal program at the Liberty Theater attended by roughly 300 people. During the formal program, the Corps (as well as other Federal, State and local entities) was mentioned as a Partner and was recognized before entire group. Thanks and or gifts were given to various groups and individuals for their work on the Signature Event. The remainder of the program was a patriotic theme focusing on soldiers. Information was presented on the Lewis and Clark Expedition in the Northwest. That night, roughly 150 interpretive contacts were made.

Opening Ceremonies:

As this Signature Event officially opened on Veterans Day, there was considerable Army presence during the events of the entire day. The SE opening was held at Fort Stevens Military Park outside of Hammond, OR. The Corps was asked to set up a small exhibit with some brochures and give-away items. Manning the booth were Jeff Boutwell (SWF) dressed as a member of Captain Lewis' Company and Park Ranger Renea Guin (MVK). Unfortunately, the weather before and during most of the ceremony was heavy rain. As a result, the exhibit backdrop was not put up because the strong wind kept blowing it over during the set-up. In addition, not many people took the time to look at the display but rather were just trying to get under the tent to escape the rain. Out of the roughly 3,000 people attending the Opening Ceremonies, only an estimated 100 people came by the exhibit booth.

One highlight of the Opening Ceremonies was the attendance by LTG Carl Strock (Chief of Engineers) as well as Col(P) Gregg Martin (NWD Commander), Col. Debra Lewis (NWS District Engineer) and Col. Thomas O'Donovan (NWP District Engineer). Although none had a speaking part during the opening ceremony, it was very important for the other Federal participants as well as the organizers to have them in attendance.

Another portion of the opening was the afternoon Veteran's Reception sponsored by the Oregon National Guard Adjutant General, MG Raymond Rees. This reception was to honor selected veterans from World War II, Korea, Vietnam, and Desert Storm. LTG Strock did address the group assembled about the lessons learned from the Lewis and Clark expedition and how the Seven Army Values of today can also be found in the soldiers of the expedition. LTG Strock also participated in the Freedom Team Salute ceremony by pinning the Pearl Harbor survivor, William B. Thomas. Roughly 300 people were in attendance to hear LTG Strock and to witness the Freedom Team Salute.

That evening, a special dinner and ceremony was held in Astoria OR with all of the Corps team and our volunteers that were working the Destination the Pacific event. Before the dinner, LTG Strock honored all of the veterans in the group by pinning them and presenting his Commander's coin. In the receiving line were Col(P) Martin handing his Commander's coin to the veterans followed by Col. Lewis and Col O'Donovan. Veterans honored for their service were Jon Carlson, Wayne Freed, Mike Stout (all U.S. Army); Don Ferricks, Gene Herrmann, Dennis Nichols (all U.S. Navy); Pat Kline (U.S. Air Force); and Rich Deline (U.S. Coastal Forces).

COE Exhibit

The Corps was part of a contingent of Federal, state, and local agencies sponsoring an exhibit. The exhibits were set up in the Elks Building in Long Beach. The Corps exhibit consisted of six parts: (1) a 3-panel exhibit backdrop of Lewis and Clark expedition, the results of the expedition, and the current mitigation efforts underway to restore the environment along the rivers (2) a display of the Discovery Box; (3) prints of the Michael Haynes painting commissioned by the Corps; (4) a naturalist center displaying a variety of plants and explanations of plant identification; (5) a “trading center” and (6) an information table that contained a variety of COE brochures.

COE Park Rangers and volunteers manning this venue were: Diana Errico-Topolski (NAE); Patti Williams, Melissa Rinehart, Susan James (NWP); Phil Sheffield (NWO); Linda Clapp (SPN); Denise Robertson (SPK); Crystal Baughman (NWS); Brian Westfall, Renea Guin (MVK); and Jeff Pobieglo (SAM). At times, because of the weather, the artifact tent was moved inside with the exhibit. However, the description for that will be described under its own venue.

Because of the inclement weather and the fact that this was one of few venues that was inside, the exhibit area was moderately busy every day. In all, there were 6,274 interpretive contacts made at the exhibit booth.

Corps Encampment

Members of the Corps’ Captain Lewis’ Company as well as members of the Illinois Detachment and the Frontier Army Living History Association provided costumed interpretation (1803 Army) at the event site. Participating in this endeavor were Jeff Boutwell and Ed Shirley (both SWF); Pat Kline, Larry Spisak, and Gene Herrmann (all LRP); Jon Carlson (NWP); Tim Bischoff and Charlie Deutsch (both MVS); Rick Magee (NAE); Dave Quebedeaux (SAS) and Ken Wilk (NWK). Also participating were members of the Frontier Army Living History Association (Jeff Bender, John Steinle and Jim Hebb) and members of the Illinois Detachment (Dennis Nichols, Don Ferricks, Mike Stout, Todd Western). During the 10-day event, 25,955 interpretive contacts were made in camp.

Here, the cold, windy rain took its toll. Although most of the men had blanket coats, the constant dampness made it very hard to work outside. On those occasions when the weather was very rainy, part of Captain Lewis’ Company would relocate some of the reenactors. They were sent to man the keelboat, assist in the National Guard tent, or work inside the Elks Building. This made it much dryer and warmer for those reenactors working the event. In addition, many more people were inclined to come inside and listen to a presentation rather than stand out in the rain.

During the times that Captain Lewis’ Co. was detailed to alternate locations, the military aspects were illustrated to the best of their ability. This allowed for two opportunities to see the mini-camps with different things going on at both. Furthermore, the men took it upon themselves to present formal programs on topics such as the Army uniforms, music, dances of the time, and the issuing of the whiskey ration and evening parade. These became a highlight of the day and people planned their visit to attend these programs.

Captain Lewis' Company performed their own ceremonies during the event. On Veterans Day, the men of the Company asked several active-duty soldiers and members of the Washington National Guard to join them for evening parade. During this ceremony, Captain Clark (Craig Rockwell) gave a stirring oration on the importance of the Armed Services to America's history. The Army of today and yesterday stood shoulder-to-shoulder and received their evening whiskey ration in honor of their sacrifices.

On one semi-sunny morning, the COE Park Rangers and Captain Lewis' Company marched the last ¼ mile to complete the journey to the Pacific Ocean. On this morning, both red-white-blue and green/gray shared a joyful moment together as they took pictures on the Western Coast. Within an hour of returning to camp, the word was out and many people requested the parade to the sea be repeated. On the last day of the event, Captain Clark took the company to the Ocean and recounted the journal entries of the day for many photographers and interested public.

Artifact Tent

Because of the popularity of displaying artifacts at other events, the Corps team developed an artifact tent in which there were a variety of items (primarily medical supplies, topographical instruments, and writing implements) from the 1800-1810 time frame as well as animal pelts that would have been seen and collected by the expedition. The exhibit was manned by Craig Rockwell dressed as Capt. Clark and assisted by uniformed Park Rangers mentioned under the Exhibit write-up and/or reenactors from Captain Lewis' Company.

This was a very popular venue with the public. Unfortunately, there were days when it was so windy and raining so hard that the tent was near collapse and artifacts were in danger of being ruined. During those times (4 of the 10 days), the items in the artifact tent were moved inside and became part of the exhibit booth in the Elks Building. This move proved to be very advantageous during the times of inclement weather. Visitors welcomed this comfortable setting and additional spent time learning at each station. When in the Elks Building, the interpretive counts were included with the exhibit counts. However, when the artifacts were outside in their own venue, roughly 1,746 interpretive contacts were made.

School Programming

At the camp, school children attended three different stations while visiting Captain Lewis' Company. Topics such as military drill, music on the trail, diplomacy, Indian sign language, soldier's kit, guns used on the expedition, and how they cast musket balls were alternated so not all of the school children were waiting to hear the same talk. Schools came from as close as 1 block away and as far away as 2 hours. Many schools from western Washington and Oregon scheduled visits.

Over 1500 school students attended programming at each of the Corps venues including the Exhibit, Artifact Tent, and Captain Lewis' Company. These interpretive contacts have been accounted for at each venue.

Because of the high quality of the presentations and the amount of learning opportunities available in Long Beach, several schools returned a second time to spend more time learning at the event. Several of the Corps employees were contacted by individual students that returned with their families on the weekend.

At first, the coordination was lacking outside of the Corps II scheduled programming. On the second day, the volunteer in charge of school programming coordinated with the COE leaders and supplied them with information on schools, numbers and their scheduling. From that point forward, the Corps assisted in coordinating all the programming for the venue area with Captain Lewis' Camp, the History Tent, U.S. Fish and Wildlife, and the Washington National Guard. The school programming was well executed and the rotation between locations was fluid.

Corps of Discovery 2 – 200 Years to the Future (aka: Corps 2)

The Corps 2 exhibit itself consists of approximately 32 panels with an associated audiotape headset that discuss Jefferson's vision; Lewis, Clark, and the members of the expedition; with the remainder depicting the natural resources and the Native American influences on the expedition. In addition, Raystown Lake Project (NAB) constructed and donated a ½-size land-based replica of a keelboat. Visitors were encouraged to come into the keelboat for interpretive programs about the expedition. During the Signature Event, several of the members of Captain Lewis' in their reproduction Army uniforms and all COE park rangers worked at the keelboat exhibit. They provided interpretive talks and information to both dignitaries and members of the public. This resulted in approximately 4,118 interpretive contacts.

Tent Of Many Voices (TOMV)

Associated with Corps II, TOMV has a small stage for presentations and seating capacity of 150. The Corps representative who spoke during this Signature Event and their topics are as follows: Craig Rockwell, NWW (Captain Clark); Larry Spisak, LRP and Rick Magee NAE (Music and Dance); Jeff Boutwell, SWF (Gift items); Ed Shirley, SWF (Provisioning the expedition); and Susie Kline (the Eastern Legacy). In all, they had 4,376 interpretive contacts.

"Lewis and Clark: A Confluence of Time and Courage" Video Presentation

On Sunday, Monday and Tuesday of the Signature Event weekend, the 30-minute education version of the video produced by the NWD L&C team was shown at the Neptune Theater 3 different times. This was the one venue that was not very well advertised. Only those that happened by the theater knew that it was even showing. There was only a flier on the door. To make matters worse, the theater marquee did not advertise either. This was a disappointment as many people were interested in the movie but didn't know where to go to see it. In all, only 75 people viewed the movie for the entire weekend.

Water Safety Exhibit:

Because of the water traffic on the Lower Columbia River and the number of commercial fishermen in the area, the Corps was asked to set up a Water Safety Display at the Port of Ilwaco, WA. Other entities that were to be set up were US Coast Guard (USCG), Washington Department of Fish and Wildlife (WDFW), and Sierra Club. However,

USCG moved their exhibit to Long Beach, Sierra Club didn't show, and the WDFW exhibit was unmanned. As a result, the Corps water safety booth was the only visible exhibit in the area. Manning the display were Eugene Goff and Kelly Thomas (NWP) and Wayne Freed (NWO). One other park ranger was brought in daily to assist at the exhibit.

Items included in the water safety exhibit are their descriptions were as follows. 1. Captain Alcohol (Drunk goggles were put on someone then they were asked to put on a PFD, put the key in the proper place, turn on the bilge, blower and wipers. The intent was to give them the feeling of being drunk and then driving a boat (BUI). 2. Buddy Beaver (a wearable costume for water safety interpretation. Buddy went down the street looking for people to talk about water safety. This was very effective and fun for all involved.). 3. Seamoor (a remote controlled water safety sea serpent. Seamoor also went down the street talking about water safety). 4. Hypothermia tank (with Lewis and Clark coins along with pennies, nickels, dimes and quarters in ice cold water. Kids were asked to put hand in the water and count to 10 then pick up coins. We then talk about the color of the skin and hypothermia along with how life jackets help in cold environments to keep us afloat and assist with body heat retention. 5. Life jackets (On display were all the different kinds of life jackets (PFD's) so floatation, fit, usage, etc. could be explained. 6. Rescue sequence (Hoola hoops, throw bags, and throw rings were on hand to demonstrate how to get the rescue device inside the hoola hoop. The proper rescue sequence was also explained (talk, reach, throw, row, don't go). 7. Also on hand were plenty of brochures, hand outs, and give-away (small plastic footballs, Frisbees, stick-on tattoos, thermometer, sunglass holders, posters, coloring books, bobbers. Some of this material was in both English and Spanish.

The water safety display was very well received by those who visited. Unfortunately, the location was not ideal and visitation was low. Ilwaco is 4 miles south of Long Beach, WA. Although the Long Beach shuttle parking was across from the water safety display, it was not widely used. Most that did use the shuttle parked near the shuttle stop – roughly 1 block away from the water safety exhibit. Had the water safety exhibit been set up in the summer when the port area was active with commercial fishermen, charter boats, and weekend sailors, the exhibit would have had a much greater impact. In spite of the poor location, those that did visit the exhibit were very impressed.

The water safety exhibit was supposed to be one of the venues that was scheduled for school groups. There were a few schools that did visit the venue and those that did enjoyed themselves immensely. However, again because of the distance from Long Beach, many schools opted not to visit the water safety exhibit.

In spite of the low visitation, the Water Safety exhibit did have a very positive impact with the port and the local community. These people were able to identify with actual representatives within the Corps and also allowed Corps representatives to meet with local officials. In one instance, Eugene Goff was asked to attend a meeting of the port authority to discuss the role of the Corps of Engineers, not just pertaining to Lewis and Clark but the Corps responsibilities on the Columbia River as well. This made for a very positive experience for all involved. The Port of Ilwaco was very supportive of our

program and took some of our printed material. It was an excellent contact for blessing of the fleet and promoting water safety next spring.

In all, roughly 601 interpretive contacts were made at this exhibit. In addition, the COE representatives at this exhibit were interviewed by one local newspaper and The Weather Channel.

Indirect Contacts: In the course of the Signature Event, newspapers, radio, and television reporters contacted several Corps representatives. In all, 31 indirect news contacts were made plus one recognition by the Corps at the Pre-Opening Reception on November 10.

Lessons learned

1. It was great that we had so much Army presence from the Corps. It was very beneficial to LTG Strock and Col(P) Martin attend. Although it was extremely time consuming for Ken and I, it was very important that they were there. The other Federal agencies noticed and realized that the Corps was taking the L&C Bicentennial very seriously. Having them there also increased the validity of what the event organizers wished to achieve – that being a major military presence at the SE which has been sorely lacking at others.
2. The venues were spread out over a distance of 30 miles – from Long Beach, WA to Hammond OR. That made it hard for the workers who then could not see everything that was going on. This and the weather may have accounted for the overall lower visitor turnout in Long Beach. In addition, those agencies in Long Beach didn't really get to feel like a part of the National Signature Event - that seemed to be happening on the Oregon side. Not having the vendors anywhere near the local event probably reduced visitation, though it undoubtedly helped the "take" of local shops and food services. However, our 22,000 plus contacts were impressive especially considering the weather.
3. The signage at this event was better than at some events. Sandwich boards were seen in both Astoria OR and Long Beach WA. However, when placed near the street, parked cars, planters, and other business signs usually obstructed the signs. There were 2 tall banner poles on the south end of Long Beach. It would have been nice to have a huge banner pointing the way to Corps 2 and the outdoor exhibits as they were about a block off the main street through town.
4. As was seen in past Signature Events, there is little to no thought into planning for adverse weather conditions. In the 9 days of this Signature Event, it rained all but one day. On the one day that it poured, the COE stepped in and assisted the event organizers to move many of the events indoors or under tents. Making plans for inclement weather cannot be stressed enough to future event organizers.
5. The town of Long Beach and all its citizens were extremely hospitable! That made the experience wonderful. Local shopkeepers came out every morning making sure that the reenactors had hot coffee and donuts; made special arrangements to make sure they had quick lunches and really appreciated everything that the Corps had done to make their SE a success. Even though the Corps "march to the sea" was done during rush hour

just before lunch, local leaders asked the Corps to repeat the performance on the last day to allow more locals to attend with their cameras.

6. Coordination with the schools and tour groups could have been better. Arranging with the tour companies to get us on their schedule was a great thing. Corps II took up an entire hour with each of the school groups leaving most of them only an hour to see all of the other venues. Attempts were made to do limited programming at the other venues. However, some representatives were not cognizant of the fact that all of the agencies present would have liked to talk to the school groups and instead monopolized much of their time.

7. The layout of the outdoor venues (encampment and tents) could have been arranged to be more conducive to attracting folks to them. As it was, the openings to both the National Guard and the US Fish and Wildlife tents were facing a stage area that was never used. Had they been relocated to face the street toward Corps 2 or moved farther into the park they may have gotten more visitation.

8. Having the Corps with the other agency's staffs in the Elks Lodge building was a plus. It was beneficial for all to meet all those folks and make some possible connections for future partnerships. However, because of adverse weather conditions, the work stations and exhibits at the Elks Club were congested making it hard for several rangers to talk to different visitors at the same time,

9. The water safety display / staff could have been better located. Having the covered area and the locked building to store items was ideal - but the low visitation was a detriment. Had we known that USCG were moving up to Long Beach to be in the Elks Building, perhaps we could have found another place in Long Beach. Having a water safety message at the port was the right place to be - just the wrong time of year. However, quality - not quantity does come into play! We appreciated the Port's support and, long-term, we truly made some positive contacts for the immediate needs for dredging, the jetty and other local items.

10. There was a huge misunderstanding about counting interpretive contacts especially when the weather was bad and the artifact tent was moved inside. Occasionally people would go to lunch and take the counters with them making it nearly impossible to keep accurate counts during those times. Ken and I need to do a better job of explaining the difference between someone just visiting the booth (that visitor should be counted once no matter where they stop) vs doing a 5-minute formal program for a group of school children or those on a bus tour (that is a separate programming message from the exhibit itself and should be counted as such)

11. An attempt should be made to keep the encampment near Corps II at future events. Although initially, NPS did not want anything to detract from it, they now realize that the venues close by are actually drawing more visitors to Corps II. After working together for so long, the Federal agencies complement each other's story and scheduling groups would be easier.

12. The opportunity to train on-site was beneficial to the new team members and helped rekindle trainer knowledge and delivery. The willingness to allow team members attend the Tent of Many Voices programs provided for valuable training and furthered understanding of the Lewis and Clark story.
13. At the first meeting, situational awareness issues were discussed with all team members present. This enabled team members to get on the same sheet of music and speak with a unified voice when asked questions regarding local issues. Even if they could not answer the issues, they knew who they could ask for additional information.
14. Having the artifact tent, the re-enactment camp, the Corps booth and staffing the keelboat display all within reasonable proximity gave us a depth and breadth that is unmatched by other agencies.
15. For the most part, most rangers found it very easy to talk with the people if they could fixate on something unique to them (interest in plants, medicine, anything and everything) and then bring the rest of the story (ie talk about the historical medicine equipment in the area, and then segue into the captains being the chief medical officers, then into the US ARMY and their role. The People seemed to enjoy the stories like the barking squirrel and Thomas Jefferson. The staff that was not comfortable with story-telling waited for questions from the public, and did not go out and start the conversation.
16. Once the weather turned bad, there should have been more mini-demonstrations from the reenactors at the Exhibit Hall (like the explanation of the different uniforms). Many favorable comments were received about that. Just short, 10-minute demos of weapons, uniforms, etc. seemed to really impress a lot of people.
17. Having plenty of people to staff each venue allowed folks to take frequent breaks to warm-up, interact, and look around at the other stuff. In addition, if someone wasn't feeling well, there were others around to cover. It is unfortunate that the school groups often arrived at the Elks Lodge just as most agency workers were trying to break for lunch. If there were less staff, handling the crowds over lunch probably could not have been done as gracefully.
18. This event made excellent use of volunteers to accomplish tasks in all areas of the event. They had over 80 volunteers working throughout the event. The volunteers were friendly and knowledgeable about the event and the area. They went out of their way to assist visitors and participants, alike.
19. The DTP portion of the event that was in Long Beach was on the itinerary of the tour companies that regularly ply the Columbia River. These visitors were interested, and their questions and participation made our time more worthwhile. For the future, we should encourage event organizers to be sure to be in contact with potential tour groups to get the SE on their itinerary, and hopefully to give a schedule of when these groups could be expected. There are many buses that pass through the Rockies to or from Yellowstone that we might see in Lewiston or Billings. Getting the tour organizers to deviate from their usual agendas may be a challenge, but as was seen at DTP, the tourists were very appreciative of the special opportunity provided by the exhibits and reenactors.

Future outcome: This was the last Signature Event for 2005. The next Signature Event will be Lewiston, Idaho in June 2006. Much of the planning for this event is still underway. It is yet unclear as to the extent of the Corps participation.

Final thoughts: This event highlighted the military aspect of the expedition and all veterans in a very positive way. All of the tribes of the Pacific Northwest were included and all veterans were recognized during a procession at the Opening Ceremonies. It was a great example of balance in presenting both the “Euro-American” side and the native perspectives of the expedition.

This event resulted in 31 indirect interpretive contacts and 22,685 significant, direct interpretive contacts. This one event resulted in thousands of people in the Columbia River Basin seeing the Corps of Engineers in a positive light.

All in all, the event was a success. Even though Mother Nature didn’t cooperate, the event was well marketed and visitors came in spite of the weather. Daily corrections and alterations to plans had to be made. All participants worked well with the organizers to ensure the event went off smoothly and visitors enjoyed themselves, learning something along the way.

Jeannine M. Nauss
National Lewis and Clark Bicentennial Coordinator