



*Meriwether
Lewis*

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



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**Pentagon Lewis and Clark Awareness
January 7-10, 2003
After Action Report**

Background: In 2001, Mr. Darrell Lewis, then Chief, Natural Resources Section, HQ, started discussions with Mr. Bruce Smith from the office of the ASA(CW) in the Pentagon. The intent was to have a Corps of Engineers display highlighting the Army's role in the Lewis and Clark Expedition at the Pentagon. In October 2002, plans were finalized to have a manned exhibit at the Pentagon January 7-10, 2003, the week prior to the first Signature Event at Monticello.

Action: Jean Nauss (NWD), Ken Wilk (NWK), and Tim Bischoff (MVS) manned a booth at the Pentagon during the above timeframe. The actual display consisted of the Corps of Engineers L&C exhibit background with the Army logo prominently displayed, a newly commissioned painting by Michael Haynes titled "The Recruitment at Fort Massac", and a variety of artifacts (primarily medical supplies and topographical instruments) from the 1800-1810 time frame. In addition, Mr. Wilk, Mr. Bischoff, and Mr. Robert Dorian (civilian) wore replicas of the Army uniforms from the expedition. The Corps and the Center of Military History provided approximately 1000 copies of the newly printed Army brochure "The U.S. Army and The Lewis and Clark Expedition." DA Public Affairs sent out paper fliers the week before the event and ASA(CW)'s office sent out a mass email to everyone in the Pentagon notifying them of the location and topic of the exhibit. On Tuesday, Wednesday, and Thursday of that week, the exhibit was manned from 9am until 3pm. On Friday, the exhibit was manned from 9am until 1pm.

Result: In the 22 hours the display was manned, there were roughly 4,000 interpretive contacts made. Only those contacts that stopped at the booth, asked questions, and engaged in discussions with those manning the booth were counted. Many others, too numerous to mention, briefly glanced at the exhibit in passing. Exhibitors met with representatives from each branch of the Armed Forces as well as many civilian personnel within the Pentagon, contractors, and visitors. There were approximately 20 generals from both the Army and Air Force that visited the booth as well as Navy Admirals. Included in that number were Chief of Engineers LTG Flowers, Director of Civil Works MG Griffin, Director of Military Works MG Strock, MG Gottardi Chief of DA Public Affairs, and Chief of Military History BG John S. Brown. Many visitors to the exhibit early in the week returned later in the week with friends or office workers. The 1000 copies of the "U.S. Army and the Lewis and Clark Expedition" brochure were not nearly

enough. Because of the keen interest by those visiting the display, the brochures were gone after the first day. Many of the visitors to the exhibit expressed their thanks at having the exhibit set up and manned for the entire week. We discovered that many exhibits that come to the Pentagon are very static in nature with little or no means of interactivity. In addition to manning the exhibit, interviews also were conducted at the exhibit with the Washington Post, Army News Service, and Soldiers Radio and Television.

Lessons learned

1. There is a considerable amount of paperwork that needs to be filed before any exhibit can be allowed into the Pentagon. In addition, this paperwork needs to be filed by a “sponsor” within the Pentagon usually 3-6 months in advance. In our case, it was filed by the ASA(CW)’s office in late November. This made for a very hectic time in getting the necessary approvals during the Christmas holiday.
2. In order to bring any weapons into the Pentagon, additional permissions must be obtained requiring an additional 4-6 weeks. Again, because of the Christmas holiday, the paperwork for the admission of weapons (period rifles, muskets, and knives) was not filed in time. Therefore, period weapons could not be brought for the display.
3. The Corps’ new CAC identification cards allow the wearer to move unescorted within the Pentagon. The old ID cards require an escort at all times. This made for some very long days for the escorts, as they were required to spend the entire day at the exhibit.
4. Setting up a display for 1 week was ample time to reach most employees. There may have been some Pentagon employees that missed the display because of either work requirements or TDY, but even if the exhibit would have been set up longer, there was still possibility that some would be missed.
5. DA Public Affairs was very slow coming on board with the Bicentennial. Roughly 1 month before the Pentagon event, PA finally got behind the effort as evidence of the response from the recent Army-wide articles. We need to keep that momentum going as there are many other events coming up and we have already been asked to come back to the Pentagon next year.

Future outcome: The Corps has already been asked by the ASA(CW)’s office to coordinate another awareness event next year during the March-May 2004 time frame. Next year, they would like to have an 1803 military encampment set up outside in the Center Courtyard of the Pentagon.

Final thoughts: In spite of the tremendous effort to do the paperwork, the hassles involved in getting proper clearances, and manning the exhibit the entire week, the overwhelming positive response proved it was well worth the effort.