



Welcome to the Fall 2018 Edition of the Corps Foundation Newsletter.

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Corps Foundation 2018 Enduring Service Awards go to Jerry Shields and to the Mullins Family

In two separate ceremonies, the Corps Foundation recognized the winners of the Corps Foundation's Enduring Service Awards. The recipients included Jerry Shields and the Mullins Family.

The Corps Foundation "Enduring Service Volunteer Award" is an annual award honoring long-term service and outstanding accomplishments by individuals and families of volunteers at U.S. Army Corps of Engineers (USACE) lakes and waterways. Winners achieved results in such areas as conservation, education, recreation, safety and community engagement. Additionally, these volunteer efforts contribute to the advancement of:

- The mission of the Corps Foundation.
- Positive relationships between USACE management, the visitors, and the local community.
- Public knowledge of and involvement in the USACE natural resources management program.
- Partnerships and collaboration with other community organizations locally, regionally or nationally.

The Corps Foundation received 21 applications for these awards. We thank everyone who nominated these outstanding volunteers and encourage you to keep submitting nominations to recognize exceptional USACE volunteers in your area.

The Corps Foundation sincerely thanks Bass Pro Shops for helping to sponsor this award, including the \$250 Bass Pro Shops gift certificates given as part of these awards.

Jerry Shields

Jerry Shields served more than 15 years as a volunteer at Lake Ouachita, Arkansas on the Lake Ouachita Citizens Focus Committee (LOCFC) and is currently the Chairman of the committee. As a charter member of the Lake Ouachita Citizens Focus Committee, Jerry donated thousands of hours of volunteer service to enhance recreation opportunities and natural resources on Lake Ouachita.

The Enduring Service Volunteer Award, established in 2016 by the Corps Foundation, honors volunteers who have provided long-term service and outstanding

accomplishments at Corps projects. On October 16, 2018, Greg Miller, Corps Foundation Chairperson presented Mr. Shields the prestigious award during a ceremony held at Lake Ouachita Project Office. Jerry donated countless hours of service for the betterment of Lake Ouachita. Bass Pro Shops is a partner and supporter of the Enduring service award, and Mr. Shields also received a \$250 gift certificate to Bass Pro.

As a charter member since 2001 of the Lake Ouachita Citizens Focus Committee (LOCFC), Mr. Shields was instrumental in forming a plan for a hiking and biking trail along the southern shore of Lake Ouachita. He along with a small group of trail enthusiasts, presented this plan and gained support from the U.S. Army Corps of Engineers and Forest Service fifteen years ago.

Mr. Shields served as the “Alpha” Trail Dog and was instrumental in marking, constructing, and maintaining the Lake Ouachita Vista Trail-a 46-mile hiking/biking trail that has gained nation-wide publicity and was named an EPIC model trail in 2014 by the International Mountain Biking Association.

He has also been influential in forming partnerships with city, county, state, and federal



agencies in gaining support, funding, and personnel to construct and maintain the Lake Ouachita Vista Trail, and has garnered over 1 million dollars in grant funding for the trail.

Mr. Shields currently serves as Chairman of the LOCFC. He has worked on many projects from shoreline cleanup events to fisheries management projects.

Jerry is always willing to volunteer his time and service. He assisted with a native aquatic plant, *Vallisneria*, planting project and also worked on a “Grab-a-Bag” program where he helped design trash bag dispensers and signs to be placed at Lake Ouachita Boat ramps and marinas where boaters and island campers can grab a trash bag before their trip on the lake and

use it to dispose of their litter.



As an avid outdoorsman who loves to fish, garden and hike, Mr. Shields is a wonderful supporter of protecting the Natural Resources while providing valuable recreation opportunities at Ouachita. He has worked alongside the Corps of Engineers on many projects, and is very well-respected within the Corps and in the local Mount Ida community where he and his wife Gail reside. He is also an active member of the Master Gardeners Association. He has served as president of the Mount Ida Chamber of Commerce. Mr. Shields exemplifies selfless service. He does not volunteer for recognition as was evident during his award's speech when he was quick to give credit to the other LOCFC members who also volunteer their time and service. Jerry Shields is a most deserving recipient of the Enduring Service Volunteer Award, and the Lake Ouachita Corps of Engineers looks forward to working with Mr. Shields for many years to come.



Jerry Shields receives the National Enduring Service Award from Lake Ouachita Field Office Resource Manager Stacy Sigman, and Corps Foundation Chairperson Greg Miller

Mr. Shield's dedication to the planning, funding, construction and maintenance of the Lake Ouachita Vista Trail (LOViT) hiking and biking trail along the southern shore of the lake is an outstanding example of how his volunteer service made a difference. Under Mr. Shields' leadership, a group of trail enthusiasts known as the "Trail Dogs", were instrumental in marking, constructing, and maintaining the trail. Completed in 2014, the (LOViT) is a 46-mile hiking/biking trail that has gained nation-wide publicity and was named an EPIC model trail in 2014 by the International Mountain Biking Association. The LOViT trail also includes a 1.25-mile accessible watchable wildlife trail that helps bring users, including those physically challenged, closer to nature. This trail segment also provides an accessible route to an ADA fishing pier.

Mullins Family

The Mullins Family members have donated 40 years of volunteer service to Carr Creek Lake. Late brother Keith Mullins used to prepare barbecue meals for volunteers during cleanup events. In the words of Corps Foundation Board Treasurer Marilyn Jones, "This is a great and humble family and their volunteering for the many events and tasks around the lake is a tradition that dates back before volunteerism became the buzz word or flavor of the month. Corbett, a retired teacher, also worked for the Corps of Engineers at the lake during several summers. They said they considered the lake to be a part of their home and volunteerism goes from one generation to another. Stevie is continuing the tradition.

They are true volunteers as they are putting the plaque in the Carr Creek Lake Project Office for all to see and gave their \$250 check from the Corps Foundation to the local lake Cleanup Committee."



Members of the Mullins Family pose for a photo after receiving the Enduring Service Award

Corps Foundation Board Secretary Marilyn Jones travelled from Pennsylvania to Carr Creek Lake to present the Enduring Service Award to the Mullins Family. She said, "There were 21 applications for this award and it was competitive. We want to thank this family for their long, distinguished service. If not for volunteers, a lot of good things wouldn't happen."



Mullins Family members Corbett, Stevie, and Phillip proudly displaying the Enduring Service Award Plaque



Phillip, Stevie, and Corbett Mullins receive the plaque, gift card and check from Corps Foundation Board Secretary Marilyn Jones. All photos by Karen Jones Cody

Corps Foundation Certified Interpretive Guide Classes

The Corps Foundation sponsored two National Association of Interpretation (NAI) Certified Interpretive Guide courses this fall at two different U.S. Army Corps of Engineers locations. NAI Certified Interpretive Trainers Carol Ryan, Pam Doty, and Rachel Garren conducted the class in September at the Lewis and Clark Visitor Center in Yankton, South Dakota.



Certified Interpretive Guide Class in Yankton, South Dakota in September, 2018

Pat Barry replaced Carol and taught with Rachel and Pam in November at the National Great Rivers Museum class in Alton, Illinois.

One of the students in the Alton class gave a first-person interpretive presentation portraying the wife of Alton IL abolitionist and journalist, Elija P. Lovejoy, from 1837 after his printing press was destroyed by a mob and he was killed. Pat said that in all his years of teaching interpretation this was the first time that someone's 10-minute practice presentation brought him to tears and there wasn't a dry eye in the class.

The Corps Foundation thanks Karla Zeutenhorst and the rest of the staff of the Lewis and Clark Visitor Center in Yankton, South Dakota and Janet Meredith, Travis Smith and the rest of the staff at the National Great River Museum in Alton, Illinois. We also thank National Water Safety Program Manager Pam Doty for her dedication to these classes.



Certified Interpretive Guide Class at the National Great Rivers Museum in Alton, Illinois, November, 2018

If you are interested in having the Corps Foundation sponsor a class near you in 2019, contact Corps Foundation Communications Director, Pat Barry at jpatbarry@hotmail.com.

Successful Adult Water Safety Campaign Continues

By Rachel Garren, CIT, CIGT, Corps Foundation's Special Programs Director

The Corps Foundation has completed work on their third \$175,000 Sport Fish Restoration and Boating Trust Fund grant, administered by the U.S. Coast Guard (USCG). This grant allowed us to continue to expand and promote the Life Jackets Worn...Nobody Mourns campaign through our partnership with the U.S. Army Corps of Engineers (USACE) National Operations Center for Water Safety.

Compared to the five years (2011-2015) prior to launching this campaign, there has been an average of a 10% decrease in USACE public fatalities in 2016 and 2017, proving that lives have been saved. A Campaign Media Kit and updated Resource Guide are at www.PleaseWearIt.com under campaign materials to assist anyone in promoting this campaign that effectively targets adults.

During this grant cycle that began October 2017 and ended September 2018, digital marketing took the Life Jackets Worn...Nobody Mourns campaign to new levels when “Please Wear It” was launched on [Facebook](#), [Twitter](#), and [Instagram](#) in April. In just five months, the video PSAs that had been created for this campaign had more views online than in all the years since their debut in 2016 combined.

We conducted an Adult Show and Tell Life Jacket Challenge on social media and gave away campaign t-shirts to those who entered by telling us why they wear their life jacket and two lucky winners received inflatable life jackets. The amazing stories provided by entrants were featured in social media posts with their quotes and also used to create two more campaign video PSAs.

Another digital marketing feature created was a National Water Safety Blog. A total of 11 boating and water safety blogs/articles were posted on Please Wear It social networks and linked to <https://medium.com/@pleasewearitarmycorps> and at www.PleaseWearIt.com under news releases and stories.

The most popular promotion we accomplished was the \$1,075 Ultimate Boating Equipment Bundle Giveaway. We had 838 daily entries online and one lucky winner won some fantastic boating safety equipment. A total of 3,484 subscribed to the “Please Wear It” newsletter and several of those that entered to win continue to follow “Please Wear It” on social media.

Also, we created a new mobile game called “LJ vs. The Lake” that is a free download on [Google Play](#) and [Apple App](#) stores. This game features the animated character LJ (Life Jacket) and other lake goers from the popular LJ Song PSA. This game is designed for tech-savvy mobile gamers and it’s more advanced than the original mobile game we created called “Lake Guard”, which is still available. Both mobile games are designed to educate players about boating safety in a fun way.

A total of 550 campaign banners, three by eight foot in size, were purchased for distribution by USACE. The new design was developed so they can be read from farther distances than previous banners. All of the campaign products including the

PSAs, logo, and graphic artwork are available for anyone to use and can be downloaded at www.PleaseWearIt.com.

The Corps Foundation would like to thank National Water Safety Program Manager, Pam Doty, her committee, USACE employees, and our water safety community partners that have been involved in helping to promote this successful campaign.

We are excited once again to have received a fourth USCG grant in the amount of \$175,000 to continue expanding the Life Jackets Worn...Nobody Mourns campaign. Plans for the new grant in 2019 are to continue digital marketing of the Life Jackets Worn...Nobody Mourns campaign and create new PSAs.

You are Part of Corps History! We want you to be part of a forthcoming history book about the Corps of Engineers Natural Resource Management (NRM) Program. Please send us your stories.

Background and Concept: Over coffee with current and retired Corps NRM folks, a discussion began about the possibility of losing the history of the origins of the agency's ranger and NRM program with the passage of time. Both new and seasoned NRM employees need to know where we started, the journey traveled, and where the program is heading in the future. Who better to tell this story than the people who led the way and empowered the work we do?

This discussion sparked the idea of telling the Corps' NRM program story through the voices of its current and retired leaders, managers, park rangers, interpreters, natural resource specialists, maintenance staff and anyone who has given so much to the agency and program.

This good idea was enthusiastically and unanimously supported by board members of the Corps Foundation, the Corps of Engineers' non-profit, supporting the NRM program.

To get this done, the Corps Foundation is sponsoring a print-on-demand book that will:

- Allow rangers and other NRM staff (again, current and retired) to share personal and professional stories about their contributions to this history, no matter how large or small.
- Be easy to edit and update with new editions.

- Cost nothing to produce, except donated time to organize submissions and the actual costs of each published book.

How to Contribute: We want current, former and retired rangers and other NRM staff to share any stories about topics such as:

- Your job with the Corps of Engineers
- Accomplishments
- Contributions to Corps NRM / ranger history
- Challenges
- Successes
- Growing pains, triumphs and memories
- Funny stories
- Photographs
- Related songs, poems, etc. you have written.

We also welcome contributions from friends and family members about deceased former employees. Please also forward this to anyone else who may wish to contribute.

Book Format: After an introduction, the book will contain a brief, formal and factual account of the authorizations, early days, and history of the program. The rest of the book will include the real heart of the history, the individual contributions. The stories will be arranged chronologically by decade. So, those who contribute are asked to include the approximate date the stories took place. Minor editing will focus on misspelled words and improving readability.

Deadline for submissions: Please submit entries by 31 March 2019. We hope to have the book ready for sale by May, 2019. Please submit your contributions as a Word document. The book will be written in Palatino Linotype, font size 12. Please use that format if you want to save us some work.

Please send all submissions to Pat Barry at: jpatbarry@hotmail.com and write "Corps History Book" in the message heading. **Please note: By sending us your story, you give us the right to include it in this forthcoming book.**

Oral history and transcriptions: As of now, we have no transcribers so we cannot accept oral histories. Please have your contribution transcribed, if needed, before you submit it to us. If you want to volunteer to record or transcribe, please contact Pat Barry.

Cover Design: We need a book cover design. We have someone who can do a cover for about \$300 but we prefer to find a volunteer from the ranks of our rangers. If no one volunteers, we may hold a cover design contest.

Benefits to the Corps Foundation:

- We will price it so the Corps Foundation receives a few dollars per copy. This money will cover expenses and go to efforts that benefit the Corps of Engineers NRM program.
- It enhances our role in supporting the NRM program.

Benefits to the Corps NRM program:

- As of this moment, no history of the NRM program exists in book format. This book will fill that void.
- We hope this will serve as an inspiring reference for new employees and a memoir for long-term employees.
- The personal stories are really the heart of our program and need to be preserved.

We encourage you to participate in this effort to record our history. Don't miss this opportunity to tell your role in the history of the NRM program. We want you to be included in this book.

Thank you! Pat Barry, retired Corps ranger and Communications Chair of the Corps Foundation.

P.S. We wish we had a way to reward all contributors with a free copy of this book but we will not be able to do so. We will let you know when it is available for purchase.

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Our Mission: "The Corps Foundation engages the public to ensure the environmental health and recreational enjoyment of our nation's lakes, lands, and waterways administered by the US Army Corps of Engineers".

Corps of Engineers Natural Resources Education Foundation is a 501(c) (3) non-profit organization, tax ID #20-5545091, doing business as The Corps Foundation.

Your donation may be tax deductible for you as permitted by Federal law for nonprofit organizations. Your support helps Corps projects and Corps friends groups connect, grow, and increase their capacity to fulfill the Corps' natural resource education mission on lakes and waterways across the United States. Find out more at the Foundation's website: www.CorpsFoundation.org

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J. Patrick Barry, jpatbarry@hotmail.com Contact him with your story ideas and photos.

Membership Renewal: Your Support Makes a Difference!

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Contributors at levels of \$50 and above will receive the Corps Foundation logo tote bag, while supplies last.

