

National Washington-Rochambeau Revolutionary Route Association
4th Annual Meeting

April 23, 2005 9:00 a.m. to 4:00 p.m.
Historical Society of Delaware 5th & Market Streets, Wilmington, DE

The 4th Annual National Leadership Meeting was brought to order to Chairman, Jacques Bossiere at 9:00 a.m. After greetings and introductions, Dr Bossiere introduced Co-Chairman Kim Burdick who, in turn, introduced Thomas J. Reed, Esq. for a small housekeeping matter.

W3R-USA becomes official non-profit 501(c)(3)

Tom Reed, lawyer for W3R-USA retained by W3R-DE, presented a Conflict of Interest form for managing board members of the national organization to sign. Because the national organization is headquartered in Delaware, the form reflects the rules of incorporation for that state. The signed forms must be presented to the IRS annually.

Federal designation of W3R as a National Historic Trail

The draft Special Resource Study for W3R will be presented to the public in August of 2005. Colonel James Johnson urged W3R-USA to do more than ensure the Special Resource Study report is submitted to Congress at the end of this year. W3R-USA should try to get legislation passed by October of 2006 to ensure federal designation of the W3R as a National Historic Trail.

The Star Spangled Banner Trail is roughly on the same schedule as the W3R. The study process began in 1999, one year ahead of W3R, and legislation has been introduced in Congress this year. W3R-USA is looking at a minimum five-year timeframe for completing the study process, submitting the report to Congress and achieving the federal designation.

At 11:00 the Roll Call of the States was read. Each of the 9 states, DC and France were represented. Ray Hester, board member from Delaware has moved to South Carolina but will remain on the national board until April 2006.

The slate of new officers and managing board members was presented and voted upon.

Changes to Executive Committee: Nicole Yancey of Virginia was elected to fill the position of National Secretary.

The following members were officially elected to serve their first term on the national board of managers until April 30, 2008. Herman Benninghoff (NJ); Winchell Carroll (PA), Betty Jane Gerber (DC), Kevin Vincent (VA), Julie Winch (MA).

The following founding members were re-elected to serve a second term, expiring April 30, 2008. Duane Tressler (MD), Joyce Jones Franks (DE), Carol Howerton (VA), Col. Jim Johnson (NY), Jack Warren (DC).

Report on state and national activities and challenges

Rhode Island: Roseanna Gorham has arranged for author Kate Munroe to write five books about the trail.

Paris: B.J. Gerber is investigating the possibility of creating a monument to the soldiers, French and American, who died during the march to Yorktown and the final siege. The monument would be located in Paris, France. It is a concept that needs a committee. Serge Gabriel and Jim Johnson were suggested as committee members.

W3R-USA: Following on the heels of yesterday's signage workshop, Jim Johnson suggested that the national organization develop design standards for W3R signs. A committee should be created to set up the standards, working with Harpers Ferry Center. Duane Tressler added that connections among the historic sites are critical, and a consistent description is needed to indicate a site is part of a larger route. An official motion was passed to set up the signage committee.

Hans Du Pold of Bolton, Connecticut has issued several emails that have caused concern to the national organization, due to their negative stance regarding the lengthy process required to move forward the consideration of federal designation. Retaining his former W3R title as "Secretary of Correspondence," he has sent newsletters to several SAR and DAR chapters in the guise of an official of W3R-USA. W3R-USA members debated how to address this situation. Although he was invited to the national meeting, Mr. Du Pold declined to participate.

Values Through History

The Values Through History program consists of a comprehensive, integrated curriculum for the 5th grade, based on the textbook "Why America is Free." The curriculum meets state Standards of Learning. High tech special effects in our daily lives dictate their incorporation into the curriculum. All subjects are integrated as part of a student's complete immersion in the 18th century. Students learn about the customs, social interactions, and character of American citizens during that time period as well as the events and actors. The projects are characterized by hands-on activities and parent participation, including their hosting of special events. One such event is Patriot's Day, consisting of a series of events and activities such as colonial games. Three rotations of different activities are followed by an evening reception hosted by the parents. Students dress in 18th century garb for the occasion.

On the military and political side, students follow the Yorktown Campaign. Then they study the Constitution and Bill of Rights. On the cultural side, 18th century music, painting and science are explored using Charles Wilson Peale's natural history museum as a model, with its classification system for animals combined with portraits of famous personages of the day. The 18th century mindset is examined. Students set up behavioral parameters based on Kant's philosophy and subsequently evaluate their own behavior based on these parameters.

Studying from the book of manners and role playing helps relate the child's personal identity to the national identity. Only Patriot characters are role played, not Tory characters, to reinforce the national identity. "Just my history" becomes "I never realized it was my history, too." A fictional character of fifth grade age is introduced and followed throughout the curriculum.

Values Through History is as much concerned about building character as interpreting historical facts. Students learn to look for greatness not in race and gender, but in ideas and character. The "book of heroes" is about what guided the decisions of individuals. Behavior modification is a stated goal of Values Through History.

W3R Guidebooks

Nick Cerchio of Cedar Tree Books in Wilmington, Delaware spoke about his proposal to publish a W3R guidebook for Delaware and possibly other states. Each guidebook would consist of 64 pages, and 10 guidebooks would be encased in a slipcover as a complete set (9 states and Washington, D.C.). The guidebooks could be sold separately or together in each state. Cedar Tree Books would provide the copyright, bar code and ISBN number. States could submit the text in Microsoft Word format. The price per book could be set at \$11.25, which includes the standard bookseller's discount (\$5.00); therefore, the additional sales price can be used as a fundraiser.

The existing guidebook for Connecticut could be included as is, as part of the set. States could also carry the Connecticut guidebook by itself. Dr. Selig's resource studies could be used as a base for developing the guidebooks in some of the states; however, some states have not completed the studies.

Jim Johnson roughly estimated that \$10,000 per state would be needed to publish the guidebooks, or \$100,000 for all nine states in addition to Washington, D.C.

Duane Tressler suggested that one place should be the repository for all W3R books. Perhaps they could be ordered on the web.

Talisman Interactive Multimedia & Virtual Visitors Center

What media do you already use to tell the story or direct or orient people to the W3R? What media are you planning for the future? Who are your intended audiences?

Cell phones can be used as interpretive devices. The cell phone user's location can be linked to information specific to W3R. Audio and video combined is the wave of the future. Cell phone users have the ability to dial a number to reach W3R information (graphic or text) at a given site. The concept is the "Sound Trail." Labels are attached to historic sites that indicate the phone number to reach.

The cell phone can be combined with solar-powered gateway kiosks at important destination points along the trail. The kiosks would include an interactive touch panel and map screen, as well as a caller handset, printer and keyboard. Gateways are proposed for Newport, Rhode Island; Valley Forge and / or Philadelphia, Pennsylvania; Washington, D.C.; and Yorktown, Virginia.

In addition, a web site can support the kiosks and cell phones. Any and all of these components can be multi-lingual (French, Spanish, English) and multi-generational. An exciting visual feature is the aerial map over the 600-mile route.

Rhode Island is poised to develop a prototype for the Sound Trail in July of this year.

Working with Re-Enactors & Yorktown Activities October, 2006

Karen Rehm, Chief Historian at Colonial National Historical Park, described Colonial Williamsburg Foundation's electronic classroom. Schools across the nation can sign up and call into a central location where historians answer their questions. October 19, 2006 there will be a national broadcast of the electronic classroom. The topic will be the Yorktown Campaign, of course!

NPS management policies prohibit military re-enactments on NPS-owned battlefields that involve hand-to-hand combat. The re-enactments are seen as incompatible with the commemorative nature of the battlefield sites, which many consider sacred ground. The siege of Yorktown is a gray area, as it did not involve hand-to-hand combat, but long-range artillery fire. Other issues include the costs to NPS of providing black powder and the presence of a safety officer during re-enactments.

W3R-USA members suggested that French navy was as significant as land troops, and the French embassy in Washington should be contacted and invited to the Yorktown events. The landing of French forces could be re-enacted, or possibly the arrival of Barras on surrender field. Firing off shore near the York riverfront was also suggested.

East Coast Greenway

Bobbi Britton, East Coast Greenway Delaware, described the misconception that the East Coast Greenway is only for hardcore bicyclists. The route is intended for people of all ages and abilities and is multi-use. The East Coast Greenway provides valuable infrastructure, while the W3R provides the story in areas where the two routes overlap.

Bobbi described the successful intermingling of ECG and W3R related events in Delaware during October of 2004. Sun Oil paid for the production of tee shirts for the event.

The French Who Died

Serge Gabriel (W3R-CT) is the President of the New England Committee of the Souvenir Francais.

Mr. Gabriel remarked that there are memorials in France to those who died in the two world wars, but not for those who died during the American Revolution. At Yorktown, there is a memorial relating to a mass grave of Revolutionary troops. 332 French soldiers and sailors died at Newport, Rhode Island. An archeological investigation is under way of a grave that may contain their remains. At Versailles, there is supposedly a historical plaque to commemorate the Revolutionary dead; however, Mr. Gabriel has been unable to locate it.

More than 5,000 French soldiers lost their lives in America during the Revolution. From 1778 to 1783, some 32,000 sailors fought in America and as many French soldiers on land.

The DAR and SAR should actively seek to memorialize the French who died during the Revolution, including those who died in the Battle of Brooklyn.

Who is the W3R target audience and how do we reach them?

The W3R target audiences include social studies teachers, heritage tourists, families, and schools.

W3R-USA and its affiliated state committees need to put into action the projects they have started:

- Talisman Interactive's cell phone interpretive network
- Dr. Robert Selig's resource studies
- W3R guidebooks for each state
- 225th Anniversary events

Fundraising

Ursula Reed (W3R-PA) fundraised for the historic Fairmount Water Works in Philadelphia, working with the Fairmount Park Commission and Philadelphia Water Department. The process for completing the project took 10 years from concept to implementation. "Water in Our World" is the theme for the interpretive center at the Water Works.

A case statement is an important fundraising tool. At first, historic preservation was the focus of the case statement; however, due to funding constraints, the project needed to shift towards a conservation message.

Volunteer efforts should be quantified as a potential match to grants. In the case of the Water Works, US EPA paid for the conceptual design of the exhibits. The William Penn Foundation contributed \$1.1 million as part of a Challenge Grant relating to water quality issues. The Delaware River Port Authority matched the William Penn grant dollar for dollar. The Pennsylvania Department of Environmental Protection provided a Growing Greener grant that funded the development of Talisman Interactive's interpretive exhibit at the Water Works.

Ursula presented the 20-minute video "Fundraising from the Heart" which delved into partnerships and the use of a volunteer base for fundraising.

A discussion with W3R-USA and invited guests ensued. Ms. Reed asked how the W3R-USA could most effectively fundraise to accomplish tasks identified for 2005 and 2006. Ms. Bell of the National Park Service suggested the group keep in mind five key points:

- Be clear about your mission to the prospective donor, and excite the person's imagination!
- Be clear about the mission of the prospective donor and ensure its compatibility with W3R-USA mission
- Prioritize the most critical tasks to fund
- Be clear about what you need
- Realize that you will need to get funding from a variety of sources – federal, state and local governments, private foundations, corporations.

Ursula Reed suggested that W3R-USA identify prospects and determine which organizations are interested in the W3R-USA message and funding projects.

Duane Tressler challenged the group to consider which pieces everyone reads – e.g., newspapers and newsletters on heritage tourism.

James Johnson pointed out the difficulty of raising funds for an organization's operations and to get full-time staff. Should NPS become involved in a major way with developing a National Historic Trail, it should be easier to get staff. A mix of unrestricted funds from a few large donors and smaller amounts from many donors will be needed.

Nancy Willis mentioned her work in the University of Delaware's development office. She emphasized the importance of the message, which is the idea of creating citizen-soldiers to spread democracy and freedom around the world.

Other fundraising ideas:

- Strategically directed fundraising for people of influence – e.g., federal and state legislatures
- Identification of different sources of funding – e.g., TEA-21, LWCF
- Get corporations to loan out their executives to help with fundraising; also get other organizations to loan out their development officers
- Governors should direct the National Guard general to take on W3R as a clearinghouse
- Gain project visibility through use of NPS Lighting Freedom's Flame logo in partnership with Valley Forge NHP and other national parks
- Appeal to Chevrolet, which uses the slogan "An American Revolution"
- Appeal to Comcast (Philadelphia area & Maryland)
- Appeal to military organizations and freemasons
- Appeal to banks such as BMP, a Paris based bank (New York)
- Appeal to public utilities
- Target those potential sources who care about telling the story
- Appeal to organizations with which W3R-USA is familiar – the personal relationships matter, so target people you personally know
- Use student volunteers who can get credit for their work at community colleges
- Create a solid solicitation letter
- Develop a fundraising plan and shop this plan around to foundations –
 - Who are we? / What is the timeframe?
 - How do we want to spend funds? / Budget – How much do our activities cost?

Caveats:

- Some potential donors will require that a 501(c)(3) be in existence for 1-2 years before they will consider funding its projects.
- The National Center for the American Revolution, proposed for Valley Forge National Historical Park, does not include an entity that W3R-USA can work with.
- W3R-USA needs to assess the dollar figure represented by volunteer efforts to date, and also the funds spent on the project
- There are many worthy projects to compete with W3R – W3R-USA needs professional help and a plan; however, professional fundraisers are very expensive and work within a fee structure.
- It is difficult to fundraise without having a federal designation – the process for achieving this needs to be speeded up

The 4th Annual National Leadership Meeting was adjourned at 4:00 p.m. Next year's meeting will be held Friday and Saturday, April 28 & 29.

Respectfully submitted, Julie Bell for outgoing W3R-USA Secretary, Ed Greenawald