

# National Heritage Areas Alliance Update

ANHA

## ANHA Holds Fall Board Meeting in Blue Ridge National Heritage Area

From October 7th to 9th, the Alliance of National Heritage Areas (ANHA) held its annual Fall Board Meeting in and around Asheville, NC. The event, hosted by the Blue Ridge National Heritage Area (BRNHA), began with a Heritage Development Institute workshop focused on the arts and cultural conservation. The one-day training explored how heritage professionals can better engage communities through grassroots, arts and culture centered initiatives, including oral history, food, music and folklore.



Following the workshop, ANHA members and National Park Service representatives (NPS) departed for the Thomas Wolfe Memorial. A native of Asheville, Wolfe's highly autobiographical work chronicled the people and places of the city. During an approximately one hour tour of the Old Home Place, the boarding house run by Wolfe's mother (vividly described as the "Old Kentucky Home" in *Look Homeward, Angel*), participants learned about both the personal and the public history of one of America's most influential literary figures.

The next day, October 8th, was dedicated to an exciting all-day tour of the BRNHA. Highlights included a visit to the Biltmore Estate, the largest privately owned building in the United States. Commissioned by

the Vanderbilt family and completed in 1895, the estate grounds include a small farm and a vineyard. Following the Biltmore, participants explored Asheville's thriving downtown and then journeyed to beautiful Chimney Rock and Lake Lure, located southeast of the city.

On Thursday, the ANHA Board held its business meetings, with general sessions as well as more specialized meetings geared towards the concerns of specific board committees. Board Members also heard an update on NPS activities as well as news on an ongoing NHA evaluation process. The meeting itself was held at the Folk Art Center, home to exhibits mounted by the Southern Highland Craft Guild. Meeting goers were also fortunate enough to visit the new Blue Ridge Parkway Visitor Center. Only

*Traditional agricultural landscape, Blue Ridge National Heritage Area.*



*The Blue Ridge Parkway, a defining resource in the Blue Ridge National Heritage Area, site of the recent ANHA meeting.*

months old, the new building features a variety of exhibits which highlight the natural and cultural diversity, economic traditions, and recreational opportunities found in Western North Carolina and along the Blue Ridge Parkway.

The ANHA will be holding its Annual Meeting in Washington DC from February 16th to the 19th. Contact Dayton Sherrouse, ANHA President, for more details.

## Legislative Update

### *New Public Law*

On September 30, the President signed into law **H.R. 2638 (Price, D-NC)**, Division A of this statute is the "Continuing Appropriations Resolution, 2009." It provides funds through March 6, 2009—generally at spending rates consistent with FY 2008 levels—for Federal agencies, including The Department of the Interior, whose regular appropriations bills have not yet been enacted.

### *Introduced*

**S. 3619 (Casey, D-PA)**, A bill to establish the Susquehanna Gateway National Heritage Area in the State of Pennsylvania, and for other purposes.

# News from the Heritage Areas

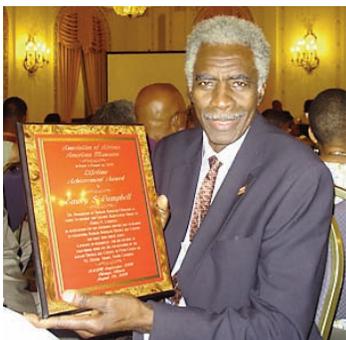
## Silos and Smokestacks National Heritage Area (SSNHA) Bus Grant Program Assists 39 Iowa schools

With high gas prices and tightening school budgets, the SSNHA Bus Grant Program is helping schools throughout Northeast Iowa go on field study trips to designated partner sites. The grants, which are given out between August and November, have funded 66 field trips over the course of the last two years. This year alone, over 2,200 Iowa students from 39 schools will visit 24 different SSNHA Partner Sites. These trips, which take youth to museums, nature centers and farm fields, enrich the lives of students by immersing them in hand-on activities. Without these experiences many students would not know what it was like to feed a goat, touch a frog or walk through a tall grass prairie. With \$10,000 distributed to schools in need, this year's granting program has been a huge success. For more information, contact Angi Reid, Education and Interpretation Manager for SSNHA at 319-234-4567.

## Gullah Geechee Cultural Heritage Corridor Commission Chairman Received Lifetime Achievement Award

During its 30th annual conference, August 27 – 30 in Chicago, IL, the Association of African American Museums (AAAM) presented its Lifetime Achievement Award to Emory Shaw Campbell. The Lifetime Achievement Award recognizes a museum professional who has provided significant contributions to African American museums during his or her career.

For thirty years, the Association of African American Museums has helped shape the African American museum experience through the investigation and celebration of our diverse histories, cultures, environments and identities. The AAAM 2008 Annual Conference



*Emory S. Campbell receives Lifetime achievement award from the Association of African American Museums (AAAM)*

provided opportunities for participants to reflect upon the Association's impact on the larger profession, to reinvest in museum best practices, and to revitalize the commitment to professionalism.

Mr. Campbell received the award to a cheering, standing ovation during the AAAM Opening Day Luncheon. The award was presented by AAAM board member Larry Earl, Executive Director of the Houston African American Museum, on behalf of the Association.

## MotorCities National Heritage Area Partners to Restore Historic Ford Plant

After more than 100 years, Henry Ford's original Model-T plant on Piquette Avenue in Detroit, MI has undergone a makeover. Over the course of the summer, the building's front façade was painstakingly restored to its original 1904 appearance, welcoming present day visitors in much the same way that Henry Ford and plant workers once experienced the site. The project, handled by Quinn Evans Architects of Ann Arbor, was made possible by a \$250,000 grant from the Michigan Department of Transportation under their Transportation Enhancement Program. The refurbished facade was first unveiled this September, as one of several stops in a motorcade celebrating the 100th Anniversary of the Model T. The motorcade was organized by Ford Motor Company and MotorCities National Heritage Area. For more information on the Ford Piquette Avenue Plant, please visit [www.tplex.org](http://www.tplex.org).

## Virginia Department of Historic Resources, Journey Through Hallowed Ground (JTHG) Awarded Preserve America Grant for Frontline Hospitality Training Program

In late September, the Virginia Department of Historic Resources, in partnership with the JTHG Partnership, was awarded a 2008 Preserve American Grant to develop and launch an extensive training program for hospitality workers in preparation for the Sesquicentennial of the Civil War. The goal of the program is to begin training in spring 2009, at the start of the Sesquicentennial, and continue for the duration of the commemoration, which ends in 2015. We are very grateful to Preserve American for the opportunity to develop and launch a critical training program to prepare the JTHG region for the 150th Anniversary of the Civil War," said Cate Magennis Wyatt, President of the JTHG Partnership.



The program aims to encourage economic development in the JTHG area by promoting the scenic, recreational and cultural characteristics of the Preserve America communities and historic downtowns. It will enable workers to better share the story of the region with visitors, which in turn promotes longer stays, return visits and recommendations to others. The grant provides \$236,165 in federal funding to develop and launch the initiative. Every federal dollar awarded will be matched with non-federal funds by the JTHG Partnership.

## Essex LINC'S Kicks Off Second Year

Essex LINC's (Local History in a National Context) held its first workshop on October 2, 2008 at the National Archives in Waltham MA, kicking off its second year of programming. Twenty-two Essex

County, MA teachers, representing nine districts attended to take part in the introductory seminar on "Local History in a National Context."

Essex LINC's is a Teaching American History grant, secured with the help of the Essex National Heritage Commission, Salem State College, and the Beverly Public Schools. It is designed to bring local primary sources directly into Essex County elementary classrooms. Each "semester" a cohort of educators from K-6 classrooms around Essex County will be chosen to attend four workshops during the school year and a week-long seminar in the summer. The staff for this grant brings a variety of skills, knowledge and interests to help educators learn more about American history both locally and nationally, and to help their students gain this knowledge as well. Activities and lessons produced by the LINC's museum educator and teacher participants can be accessed via their website at: [www.essexlincs.org](http://www.essexlincs.org). Future workshops include "Governing in New England and the United States" (at City Hall, Gloucester) and "Working in New England and the US" (at Lawrence National Heritage Center, Lawrence).

## New Wright "B" Flyer Debuts at NBAA Show

The newest Wright "B" Flyer lookalike made its public debut Oct. 6-8 with a display at the National Business Aviation Association's (NBAA's) annual convention in Orlando, Fla. Approximately 33,000 business professionals attended the event, dubbed the world's largest civilian aviation trade show. The product of an all-volunteer team and designed and built in less than a year, the one-of-a-kind airplane is known as the "Silver Bird" because of its silver-painted frame and white fabric.



*Wright "B" Flyer display at the National Business Aviation Association's annual convention.*



*Charlie Gibson, of ABC News, meets with Amanda Wright Lane and Stephen Wright, the great-grandniece and grand nephew of the Wright brothers, at the cycle shop in Dayton.*

shipping container, shipped anywhere in the world, and put together easily for exhibition flights. "Make

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no mistake about it. We serve a global [aviation] market today. This airplane extends our reach in promoting our aviation heritage and Ohio's aerospace business," said John Bosch, chairman of Wright "B" Flyer Inc.

In other NAHA news, on October 6th, Charles Gibson from ABC news toured the Wright Brothers' cycle shop at Dayton Aviation Heritage National Historical Park. The visit was hosted by Amanda Wright Lane and Stephen Wright, the great-grandniece and grand nephew of the Wright brothers, and Larry Blake, park superintendent. Gibson was making a stop at the cycle shop while broadcasting his evening news show live from Dayton, Ohio. The segment at the cycle shop was used to close the broadcast, with Gibson noting the Wrights were just one of many inventors who called Dayton home. This innovative spirit, according to Charles Gibson, continues to give Daytonians hope for the future.

## Tenth annual Coastal Development Strategies Conference to be held May 12-13 in Biloxi, MS

The tenth annual Coastal Development Strategies (Smart Growth) Conference will be held May 12-13, 2009 at the IP Casino Resort Spa in Biloxi. Conference attendees will learn about possible solutions to build sustainable communities, spur economic development and improve the quality of life in southern Mississippi. The conference will feature speakers and breakout sessions, including topics such as sustainable development, heritage tourism, green building and working waterfronts. The event is hosted by the Mississippi Department of Marine Resources (DMR), Office of Coastal Management and Planning CRMP Program and conference partners including the Mississippi Gulf Coast Chamber of Commerce and Mississippi Gulf Coast Business Council. For information on how you can be a sponsor of this tenth annual event, call Susan Perkins at (228) 523-4124 or Leslie Young at (228) 523-4123.

## Publications and Resources



### AALSH workshop on "Going Green" (webinar)

AALSH is offering a new webinar this fall with Sarah Brophy, co-author of *The Green Museum: A Primer on Environmental Practice* from AltaMira Press. The webinar will explore the processes for greening your history museum or historic site. Choose a 'green project' and use it as the test case for applying the principles and practices discussed. Learn to identify and assess your current practices; what to consider when making decisions on how green to be; and how to plan and make policy that will guide decision-making for other green projects. For the Full details visit <http://www.aash.org/GoingGreen.htm>

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## Partner Updates

### Maryland Launches New Website Highlighting Heritage Areas

On September 10th, Governor Martin O'Malley announced the launch of the Maryland Office of Tourism's enhanced web site, [www.visitmaryland.org](http://www.visitmaryland.org). A key recommendation of the O'Malley Transition Report, the site was redesigned to offer consumers more aesthetically appealing and emotive imagery, sharper graphics and enhanced search capabilities. "Tourism contributes significantly to Maryland's economy – supporting families, creating jobs and small businesses. It is essential that Maryland's tourism marketing, especially our web presence, is compelling, competitive and creative," said Governor O'Malley.

Links to detailed information on Maryland's 11 state-certified heritage areas appear on a specially-designed new page (<http://www.visitmaryland.org/Pages/HeritageAreas.aspx>). The state-certified Heart of the Civil War Heritage Area is included within the new Journey Through Hallowed Ground National Heritage Area, and legislation for a Baltimore National Heritage Area is being considered by Congress as part of S.3213, the Omnibus Public Land Management Act of 2008. Also highlighted on the new site are the Maryland Byways (<http://visitmaryland.org/pages/scenicbywayslist.aspx>), whose printed map and guide highlights how the 19 Byways connect the 11 Heritage Areas.

During the design phase, focus groups were held with prospective travelers in the key feeder markets of Philadelphia, Washington, D.C., and Baltimore. Input from the focus groups helped drive the new site's design and layout. In addition, the new Microsoft MOSS software platform allows local tourism partners to independently update pertinent sections of the web site. "The new tourism web site was developed with learning from consumer focus groups, and was designed to give the traveling public exactly what it wants – better graphics, more search capabilities and intuitive navigation," said Margot Amelia, Executive Director for the Office of Tourism.



### HeritagePA Unveils New Name, Logo, Website

Members of Pennsylvania's twelve state and nationally-designated heritage areas and corridors recently announced that they have formed HeritagePA, an association that serves as a statewide resource network for the Pennsylvania heritage movement. The collaborative effort will strengthen and expand each region's productivity and contributions.

HeritagePA is a non-profit outgrowth of the Pennsylvania Department of Conservation and Natural Resources' Heritage Areas Program, which designates official heritage areas within the state and provides funding and other assistance. The program helps regions promote innovative community revitalization and economic development through tourism, public-private partnerships and natural and cultural resource conservation.

HeritagePA has also established a website at [www.heritagepa.net](http://www.heritagepa.net) with more detailed information on each heritage area or corridor.



## For more information on heritage areas, please visit our websites.

*The Alliance Update is a partnership project of the Alliance of National Heritage Areas and the National Park Service National Heritage Areas Program.*

Send your heritage area events and news to the editor by the 18th of the month for inclusion in the following month's bulletin.

Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.

- Reach the editor at [Eleanor\\_Mahoney@contractor.nps.gov](mailto:Eleanor_Mahoney@contractor.nps.gov)
- To subscribe or unsubscribe, send an email to the editor.

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## Assistance

### Cultural Resources Diversity Internship Program Proposals

The National Park Service's Cultural Resources Diversity Internship Program (CRDIP) invites project proposals for summer 2009, which marks the 11th year of the program. The cost of selected internships will be shared on a 50/50 basis between the CRDIP and the intern sponsor. National Heritage Areas are eligible to host an intern. The deadline to submit a proposal is December 1, 2008. Read more about hosting an intern at the website: <http://www.nps.gov/history/crdi/internships/hostsponsor.htm> or contact Turkiya L. Lowe, (202) 354-2266, [turkiya\\_lowe@contractor.nps.gov](mailto:turkiya_lowe@contractor.nps.gov).

### Institute of Museums and Library Services (IMLS) Museums for America Grants

Museums for America Grants strengthen a museum's ability to serve the public by supporting activities that advance the institution's mission and strategic goals. Funds can be used for a wide variety of projects, including: ongoing research, planning, new programs and the purchase of equipment or services. The deadline is November 1st. Visit <http://www.ims.gov/applicants/name.shtm> for more information.

## Conference, Workshops and Events

### National Council on Public History (NCPH) Puts Out Call for Working Group Participants

At the 2009 NCPH conference in Providence, RI a series of working groups, led by senior practitioners and involving up to twelve participants, will allow conferees to explore in depth a subject of shared concern. In these innovative seminar-like conversations, participants will have a chance to discuss questions raised by specific programs, problems, or initiatives in their own public history practice with peers grappling with similar issues. For 2009, seven working groups are being assembled including "How Do We Get There? Racial and Ethnic Diversity within the Public History Profession" and "Bearing the Standard: Public Historians Role in the Commemorations of the Sesquicentennial of the American Civil War." To join a working group, please submit a one-paragraph abstract indicating the working group of interest and describing the case you wish to raise with your peers, together with a one- or two-page resume or c.v. by October 31.

Visit <http://www.ncph.org/Conferences/2009/WorkingGroups/tabid/547/Default.aspx> for more information.

## Upper Housatonic Valley National Heritage Area

The Upper Housatonic Valley National Heritage Area was advised early on: "If you want to be designated as a heritage area - then act like a heritage area." Though it was only designated two years ago, in October 2006, the partnerships that form the basis of the new NHA have been in existence for some time.

From its beginnings as a tri-state history council, the 55-mile heritage area sought to establish deep roots in the communities that it served. The Feasibility Study revealed compelling



*Heritage Walk at Richmond Iron Works, Richmond, MA*

themes, a story of national importance and a diverse group of citizens who were willing to work together to manage the proposed heritage area. In the days and weeks that followed release of the study, nearly 200 organizations, institutions, municipalities and individuals signed on as supporters.

This broad "pre-designation" process yielded some interesting and notable projects. Funded through private donations and shepherded by the heritage area Trustees, the initiatives sought to engage a wide range of people and organizations, many of whom had coexisted for years, but had never collaborated.

Among the very first projects was the Iron Heritage Trail, a detailed look at a prolific early industry that attracted many of the families that still reside in the region, and the reason for the geological "footprint" that defines the heritage area's boundaries. The Housatonic River watershed, together with the existence of rich iron ore, limestone and hardwood trees all combined to enable the thriving industry. Local foundries eventually yielded mountains of high-quality "pig iron," used to forge tools, train wheels and the vast majority of canons for General Washington's Continental Army in the Revolutionary War. The so-called "Salisbury arsenal" was considered essential to the war effort, earning it the nickname "arsenal of the revolution."

Bringing the region's diverse heritage to life through direct interaction was a goal of the first "Heritage Walks" event, offering up about two dozen explorative hikes. Tourists and citizens responded very positively to the opportunity to explore and learn about local treasures. Now in its 7th year, the annual event includes over five dozen heritage adventures that include hikes, walks, lectures, canoe trips and bicycling. The partnership opportunities have flourished through this project, bringing a multitude of historians, educators, cultural institutions, environmental organizations and others into direct partnership with the heritage area.



*Biking trail in the Berkshire Mountains*

The high-profile African American Heritage Trail in the Upper Housatonic Valley has provided the heritage area with a national spotlight. The project illuminates the rich heritage of African Americans in the region, including sites such as Elizabeth 'Mumber' Freeman heritage center in Sheffield; the Samuel Harrison House in Pittsfield; and the W. E. B. Du Bois Boyhood Homesite in Great Barrington. The African American Heritage Trail effort is guided by an Advisory Council with representatives from Williams College, MASS College of Liberal Arts, Simon's Rock College, Berkshire Community College, UMASS at Amherst, The Trustees of Reservations, the W.E.B. Du Bois Foundation, Berkshire Athenaeum, Berkshire County Historical Society, Stockbridge Library, Sheffield Historical Society, the Samuel Harrison Preservation Project, and other historical societies and projects throughout the region.



*Hancock Shaker Village*

In 2003 the UHVNHA began a partnership with the Massachusetts College of Liberal Arts, Berkshire Community College, Berkshire

Chamber of Commerce and others, to provide a week-long graduate-level teacher's course. The "Housatonic Experience" program assists the area's school teachers in bringing a local heritage curriculum into the region's classrooms. During the course teachers will visit heritage sites, receive interpretive materials, and will get explicit training in the development of a heritage curriculum.

### UPPER HOUSATONIC VALLEY NATIONAL HERITAGE AREA

The predominant themes identified in the Upper Housatonic River Valley of Connecticut and Massachusetts include the cultural resort, the scenic landscape, the cradle of industry and the Revolutionary War. While broad in scope, the themes are written upon the land in the 29 New England towns that make up the heritage area. Though they're known for their warm, yet conservative ways - there is an inspiring upwelling of support from townspeople for the further exploration and conservation of the rich history and traditions that exist in the Valley.

For more information visit the Upper Housatonic Valley National Heritage Area online at [www.housatonicheritage.org](http://www.housatonicheritage.org). A new website and logo will be unveiled in November 2008.