



Willamette Falls Heritage Foundation

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Summer 2006

Willamette Falls Locks reprieve celebrated at third Lock Fest

LOCK FEST 2006 – Bagpipe-playing pirates mingled with Volkswalkers, wide-eyed children, the Daughters of Neptune, state officials and the mayors of three cities on May 20th for the Lock Fest signing, as a crowd gathered for the 10 a.m. signing of a government agreement that will keep the Locks open five days a week during the 2006 and 2007 boating seasons.

In a great example of good luck reinforcing hard work, the festival fell on the only sunny day in a two-week period of cold, wind and rain. The Fest attracted more than 3,000 visitors.

Foundation heritage displays drew appreciative browsers. Board Treasurer Loretta Schwarz showed off her intricately beaded ceremonial costumes and representatives from the Confederated Tribes of the Grand Ronde demonstrated the art of making dyes from natural local materials.

Region-wide radio and print marketing, sponsored by the West Linn Tourism Plan, the West Linn Tidings, and Blue Heron Paper Company, was effective at reaching outside West Linn for festival visitors. Families took free Willamette Jetboat rides, peered into a giant aquarium at salmon and steelhead and picked up safe boating tips from the Fort Vancouver

Power Squadron.

Kayaks, huge yachts and classic wood boats paraded through the 1873 locks. Hourly tours of the West Linn Paper Company mill filled early, as usual, and visitors waited at shaded picnic tables, munching Lion Burgers or RoundTable Pizza. New this year was Talapas, an oversized reproduction of a Native American canoe, which acted as a free water-taxi between Lock Fest and Oregon City's Pioneer Family Fun Festival at Clackamette Park.

Oregon Solutions coordinator Steve Greenwood, of Eugene, said, "This was by far the most festive and successful signing ceremony I've ever seen for an Oregon Solutions project, partly due to what we've accomplished, but also because of the setting and all the people from the community who came to enjoy Lock Fest. Listening to former Senator Verne Duncan, I was struck by just how many people and organizations came together to keep the Locks operating for another two seasons. It's nice to know that people can still make a difference."

See www.willamettefalls.org for more information



Oregon Solutions partners, toasting the Lock Fest signing of an agreement allowing the Corps to accept a \$318,000 Federal Transportation grant for summer locks operation and maintenance through September 30, 2007: In the sun, L. to R.—Patricia Fisher, ODOT; Sandy Carter, WFHF; Doug Walker, CRYA; Ginny Van Loo, Clackamas County Commissioners; Michele Eberle, West Linn City Council; Norm King, West Linn Mayor; Mark Buser, West Linn Chamber; George Adams, Wilsonville Concrete and Towing; Richard Walkowski, Oregon Parks; Andy Cotugno, METRO; Sania Radcliffe, PGE Federal Affairs; Steve Greenwood, Oregon Solutions; Scott West, Travel Oregon; Damon Mabee, Oregon City City Council; Gary Schmidt, Sen. Gordon Smith's office; Jim Mahar, Bonneville Lock and Dam manager. In the shade, L. to R.—Matthew Garrett, director, Oregon Department of Transportation; Verne Duncan, OS convener and former State Superintendent of Public Instruction; Colonel Thomas O'Donovan, Portland District, US Army Corps of Engineers; Mark Ellsworth, Regional Coordinator of Governor Kulongoski's Economic Revitalization Team; Blake Androff, aide to Congresswoman Darlene Hooley.

WANTED: One free office space for 12 months

Sandy Carter would like to get the foundation out of her spare bedroom, living room and garage. With Spirit Mountain's Community Fund's support of our first paid employee comes the urgent need to move from the current "virtual office", at Carter's home in West Linn, into a real office space.

The foundation needs enough space to set up office systems, meet with partners and potential funders, and display its heritage photos—potentially 100-200 square feet—and would be delighted to find a space somewhere within a mile or two of the old Oregon City Bridge. An ideal situation would offer the property owner a tax deduction equal to the value of the space rental and monthly utilities, as well as public credit for corporate sponsorship.

Carter has also been scouting for donated furniture and equipment, and is holding a wooden desk, credenza, four-drawer file cabinet, fax machine, scanner and printer/copier in her single-car garage while the search for donated space continues. The garage is filling fast, so please call 503.655.0649 or email sandycarter@wordscount.biz if you have any ideas or leads on a suitable space for our first official home.

Director's Message

"We are partners, stewards and advocates of the culture and heritage at Willamette Falls."

With this new identity statement, crafted at our June 10th retreat, Willamette Falls Heritage Foundation clarifies its purpose for those who have gotten the impression that saving Willamette Falls Locks from closure is 'what we do.' Although saving the locks has been our most visible accomplishment, the Vision confirmed at our retreat is as broad as the falls.

We will be part of a great master planning effort for the Willamette Falls area. From our niche in heritage-rich West Linn, we will work for conservation and interpretation within a nationally recognized destination that includes Willamette Falls and its incredible Oregon political, industrial and transportation history. We will join others who believe that any vision of a Willamette Basin national heritage designation must include the locks and the river-based heritage, environmental tourism and commerce they facilitate.

Underpinning our program efforts, we will complete our internal transformation from an all-volunteer to a staffed organizational model—supported by our stakeholders and customers.

Who are our customers? Students, teachers, and seniors. Arts and heritage organizations, heritage property owners and visitors. Tourists, West Linn residents and local governments. Partners, businesses and Oregon Solutions. And especially our funders, donors and volunteers, who bring life and energy to our programs and literally create our success with their generosity.

In this, our first quarterly newsletter, we're renewing our relationship with you, our customers. Your contributions and ideas are more important than ever to us, so please stay involved. Join us, as partners, stewards, and advocates. We can't do it without you.

Sandy Carter
Exec. Director and Past President

Fundraising for sustainability

Board members faced the future June 10, updating our Vision Statement and agreeing to steer our evolving organization to a focus on more diversified fundraising.

Non-profits face the dual challenge of doing the good work (partnering and implementing mission-related projects like oral history and the "Industrial Art" initiative) and raising revenue for programs, partnerships and operations. To complicate matters, tax law requires that 30% of non-profits' revenue comes from sources OTHER THAN foundations. Those who fail the 30% standard lose a vital tax status and their donors' contributions lose their deductibility. We have focused on foundation grants this year and have been successful. Now we must develop the other legs of our sustainability 'stool.' We seek your ideas and hope you'll help as we move through this important period, continuing our education and stewardship and doing the practical work needed to achieve and sustain our vision for over time. Together we are doing great things.



Retreat Report

Board members met June 10 at Dee and Sherri Burch's historic West Linn home, surrounded by ships masts, murals, historic prints of early industry at Willamette Falls and memorabilia from the Battleship Oregon.

Stories of papermaking: 1928-1990

Rosie Schultze was 96 when we interviewed him for our oral history video on West Linn papermaking. The documentary, being produced by Sandy Carter with funds from the Kinsman Foundation, features more than a dozen career papermakers who worked for Crown Zellerbach International in West Linn.

Rosie was gracious and cooperative but getting a bit tired after a very full life. He told us proudly that he was born in West Oregon City—six years before his neighborhood was included in the brand new town of West Linn. Regretfully, he won't see himself in the finished film.* But his memories will live on, which is the whole point of this exciting WFHF contribution to the falls-area historical record. He described how paper was made: the machines, the men, the floods, the career

that was secure and the opportunities that came if you worked hard and kept your eyes open for a chance to move up.

Carter is now indexing Rosie's tape and tapes of the other mill workers she's interviewed since last October. When completed, the documentary will air on Willamette Falls Cable Television and be available for purchase on DVD, as a WFHF fundraiser. We are grateful for being allowed access to the annual reunion of Local 68 Crown Zellerbach Retirees and Associates, and are proud to have earned the confidence and trust of such a great group of people.

For more information, go to www.willamettefalls.org

* William "Rosie" Schultze, 97, died June 9, 2006, of the complications of diabetes.

Industrial Art Initiative – beauty in the eye of the beholder

Lisa Wilcox, an Oregon City artist, came to the foundation with a transformative message: When some people look at the bold utilitarian forms of the historic industry at Willamette Falls, they see beauty as well as history. Lisa's fine arts perspective has been the catalyst for a new WFHF initiative: Industry and Arts at Willamette Falls. The foundation believes that more people in our falls communities will come to appreciate and support our industrial heritage when they see it through artists' eyes.

The concept linked arts and heritage in two new Lock Fest features: the release of a limited edition commemorative poster showcasing the work of Oregon artist Daniel Robinson, and the super-popular "Paper + Ink = Art" kids' monotype printing activity. (The heavy newsprint used in the monotype booth was donated by Oregon City's Blue Heron Paper Company.) The poster, featuring a Robinson image of the West Linn Paper Company mill, printed on donated WLPC recycled paper, has been an instant hit and can be purchased by contacting the foundation, at 503-650-9570.

The poster is the first in a collectors' series, featuring a different local image each year. The 2006 poster was made possible by the sponsorship of Bridgetown Printing and a \$500 donation by Gramor Development, builder of West Linn Central Village.

For more on "Industry and Arts", please go to www.willamettefalls.org



Daniel Robinson's donated image of the mill at West Linn was an instant hit. Robinson has agreed to continue the partnership with a new image each year.

VISION STATEMENT

Willamette Falls Heritage Foundation is the advocate for a Willamette Falls Interpretive Center that allows the community and visitors to experience:

- Willamette Falls
- Willamette Falls Locks
- Pioneer West Linn
- Hydro-powered industrial history
- Willamette Falls Fish Ladder history
- Native American heritage at Willamette Falls

We are a partner in the conservation and interpretation of a nationally recognized landmark destination that includes Willamette Falls.

- Please send me your newsletter regular mail email Please notify me of regular meetings, the same way
- Please let me know about volunteer opportunities Please contact me about a meeting, Presentation or tour
- I would like to make a tax-deductible contribution
- Up to \$50** Friend **\$50 to \$99** Supporter **\$100 to \$499** Benefactor **\$500 to \$999** Silver Partner
- \$1,000 to \$4,999** Gold Partner **\$5,000 and up** Legacy Sponsor \$_____ Corporate Sponsor
- I would prefer to be a Monthly Sustaining Donor at the \$_____ level.

NAME _____ EMAIL _____

ADDRESS _____

CITY/STATE/ZIP _____ PHONE _____

Willamette Falls Heritage Foundation is a 501(C)(3) nonprofit Oregon corporation established for educational purposes and heritage preservation.

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Spirit Mountain Community Fund supports first WFHF staff

There were huge smiles and hugs all around at the foundation's Valentines Day board meeting when Shelley Hanson, director of the Spirit Mountain Community Fund, presented a giant photo-op check for \$10,000 to the board. The check kick-starts the transformation of WFHF from an all-volunteer to a professionally staffed non-profit. After fervent thank-yous and a photo break, the board officially hired former president Sandy Carter, initially at a one-quarter-time level while additional support is sought.

Carter, who remains a member of the board she led for the prior three years, abstained from the hiring vote. She will be paid by the one-year grant through December. Additional start-up, technical assistance and capacity-building resources are needed from grants and individual and corporate donations to fund the position in 2007 and beyond and bring it up to half-time.

The second part of the board's phase one staffing plan is to fundraise for a half-time office/database manager, so that Carter can focus on leadership, programs and collaboration as the foundation continues to move towards the goals in its first



Shelley Hanson, director of the Spirit Mountain Community Fund of the Confederated Tribes of the Grand Ronde, presented a grant of \$10,000 on Valentines Day to Willamette Falls Heritage Foundation. Happily holding the giant check, which will pay for part-time staffing, are Sandy Carter, Shelley Hanson, Jody Carson, and Sherri Burch.

strategic plan as a staffed organization. Sherri Burch, board president, said, "We are so excited at this wonderful affirmation of our mission and our work for heritage at Willamette Falls!"

Grant launches WFHF internet presence

Early February saw Clackamas County Cultural Coalition announce a \$900 grant to WFHF for phase one of our website development. WFHF was one of only twelve actual recipients out of the 23 organizations and individuals that made the final cut for part of the \$20,000 pot. The process distributed Clackamas County's 2006 share of Oregon Cultural Trust monies.

This well-timed grant enabled WFHF to contract for open-source website set-up and hosting, which was crucial to our 2006 Lock Fest public information campaign. Our

site—www.willamettefalls.org—is under construction, and so far contains Lock Fest information and some heritage education content. The foundation would welcome a skilled website design intern or professional to work with board members in exchange for the experience or for a tax deduction. Such help would extend the positive impact of this grant. We thank the coalition and the Arts Action Alliance of Clackamas County for their validation of this important piece of our communications plan.

Printed on #70 Sonoma Matte, donated by West Linn Paper Company

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