



PENNSYLVANIA'S CONSERVATION HERITAGE

People, Policies & Places



PROPOSAL

Robert Hosking
Pennsylvania Association of
Environmental Professionals
610/841-2700
rhosking@mctish.com

Beth Hager
Development Officer
Pennsylvania Heritage Society
717/705-8640
bhager@state.pa.us

WINTER 2007

PENNSYLVANIA'S CONSERVATION HERITAGE

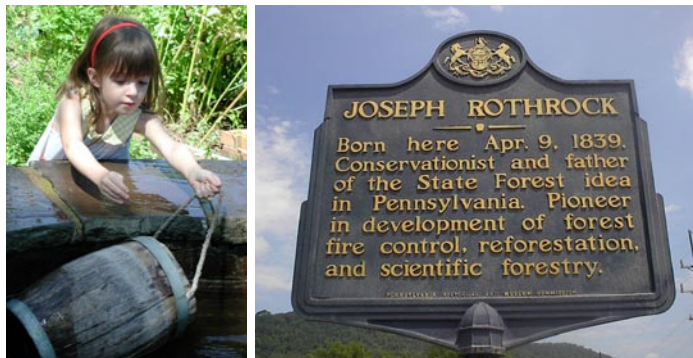
People, Policies & Places

*An Initiative of the Pennsylvania Historical and Museum Commission and
Pennsylvania Heritage Society*

Pennsylvania has been home to people with a deep and abiding appreciation for the natural bounty and resources of the Commonwealth. For more than a century, numerous Pennsylvanians have been pioneers in developing innovative policies and programs to protect our natural resources. These contributions have had a broad impact on the state and nation, enhancing our environment and quality of life for future generations.

The Pennsylvania Historical and Museum Commission (PHMC) is the state's official history agency, operating The State Museum of Pennsylvania, the Pennsylvania State Archives, and twenty-four museums and historical sites throughout the Commonwealth as well as numerous programs supporting Pennsylvania's history. As the organization responsible for interpreting and preserving the state's memory, the PHMC has vast resources for providing context to Pennsylvania's valuable conservation heritage and to deliver this important story to the public:

- **The State Museum of Pennsylvania:** Ecology Hall and Mammal Hall science and nature exhibits; historic botany, zoology, paleontology and anthropological collections; **Curiosity Connection**, a permanent exhibit, provides opportunities for young children to explore natural history.
- **Pennsylvania State Archives:** Historic records of all state agencies related to environmental conservation and health; personal papers of conservation officials and private citizen advocates of the environment – J. Horace McFarland, Mira Lloyd Dock, Governor Gifford Pinchot, Walter Lyon, and Joseph T. Rothrock, among many others.



Hands-on history at a PHMC site (left). One of the PHMC's numerous official historical markers devoted to the Commonwealth's conservation leaders (right).

- **Historic Sites and Museums telling the conservation story:** Drake Oil Well (discovery of oil), Titusville; Pennsylvania Lumber Museum (forest industry), Galeton; Landis Valley Museum (agricultural history), Lancaster; Daniel Boone Homestead (579 acres of open space), Birdsboro; Bowman’s Hill (wildflower preserve), Bucks County.
- **The Historical Marker Program:** Over sixty historical markers commemorate significant people and events associated with conservation history at locations throughout the state; **ExplorePAHistory.com**, a joint project of public media company WITF, Inc., and the PHMC, highlights these markers and covers the state’s environmental story, complemented by on-line lesson plans and classroom activities.
- **Farmland Preservation Initiative:** PHMC’s Bureau for Historic Preservation plays an active role in promoting the preservation of agricultural lands and associated properties.

A Public/Private Partnership

With the help of the private sector, PHMC is doing more *and can do more* to promote an understanding of our rich conservation heritage. PHMC’s timely conservation heritage collaboration with the Pennsylvania Association of Environmental Professionals (PAEP) is an example of a valuable partnership which will help establish The State Museum (as well as the Pennsylvania State Archives) as a much-needed hub for conservation heritage in the Commonwealth. For example, PAEP and the Karl Mason Family jointly funded the **Karl Mason Conservation Project** at the PHMC to begin the process of integrating the state’s



In 2004 The State Museum of Pennsylvania exhibited a multimedia presentation recreating the lantern slide shows of conservationist J. Horace McFarland, which he took across the U.S. to promote the “City Beautiful” movement a hundred years ago. An adjacent gallery featured McFarland’s fascinating views of Harrisburg as preserved in the collections of the Pennsylvania State Archives.

conservation heritage into museum and public programming. Research into the life and work of the late Karl Mason, regarded as the Commonwealth's first environmental administrator, was a first step toward including some of the state's many conservation leaders in exhibits, web content, public symposia, and other venues.



Karl Mason, Pennsylvania's First Environmental Administrator.



Dr. Vagel Keller (right), Historian for the Karl Mason Project, interviews Walter Lyon, former Pennsylvania Department of Health official and colleague of Karl Mason.

Planning

In concert with PAEP, scholars and other experts, PHMC staff members are making informed decisions to advance the conservation heritage initiative. Essentially, consensus calls for approaching the initiative with three broad objectives: identify, document, and disseminate the story of conservation in Pennsylvania. For example:

IDENTIFY

- Enumerate historical themes, trends, and concepts
- Survey archival and artifact collections, extant landscapes, and existing literature
- Locate Pennsylvania environmental leaders and practitioners, past and present

DOCUMENT

- Produce a white paper outlining Pennsylvania's conservation heritage
- Conduct oral histories with environmental leaders and practitioners
- Draft white paper and/or inventory of archival collections and literature

DISSEMINATE

- Plan and produce conservation heritage exhibits, publications, and programming for PHMC sites and museums and for statewide distribution

Next Steps: Project Proposal

Following this format, the PHMC is conducting several **key projects** toward meeting the initiative's objectives:

1) Research and Finding Aid for Environmental and Conservation Resources

Funding provided by PHMC; ongoing project

On behalf of the Conservation Heritage Initiative, PHMC historian Eric Ledell Smith has been compiling an extensive research and finding aid for sources of environmental and conservation history in the collections of the State Archives.

2) Videotaped interview with Walter Lyon

Funding complete; project slated for early 2007

In addition to complementing his manuscript collection at the Pennsylvania State Archives, this recording will supplement Mr. Lyon's extensive oral interview conducted as part of the Karl Mason project, and will serve as a resource for future potential exhibits and other interpretive projects at The State Museum and State Archives.

3) Environmental History Internship

Funding complete – provided by PAEP and PHMC; internship takes place Summer 2007

An upper undergraduate or graduate level internship to at PHMC headquarters in Harrisburg for 12 weeks. Possible projects include developing background material for Pennsylvania conservation leaders' interpretive displays at The State Museum, as well as potentially working with PHMC staff to organize the proposed conservation consultation (see below), and developing an on-line guide to materials at Eric Ledell Smith's extensive research and finding aid. Dr. William Sisson, Chief Curator of The State Museum, will be the supervisor for this internship.

4) Conservation Consultation

Partial funding in hand; tentative late summer/fall 2007 date

The PHMC and Pennsylvania Heritage Society proposes a 1.5 day consultation summit to leverage advice from specialists who can provide valuable context and best practices in the interpretation of environmental and conservation heritage. The consultation would be held at The State Museum in late summer or early fall 2007 and involve approximately 25 participants, including State Museum and PHMC professional staff, environmental history scholars, a leading natural history curator/educator from another institution, select leaders of key Pennsylvania natural science/history institutions (for example, representatives from the Carnegie Science Center, the Ned Smith Center, Hawk Mountain, Grey Towers, etc), and select PAEP members. Scholars and museum professionals will identify major themes and concepts, as well as presentational modes,

with the goal of delivering high quality exhibits and programs at The State Museum, the Pennsylvania State Archives, and other PHMC sites and museums.

5) Oral histories

Funding required; interviews as needed

Audio interviews with noted environmental and conservation professionals conducted by historians, recorded, transcribed, and preserved in the collections of the State Archives.



The lake at Gifford Pinchot State Park, York County

Conservation Heritage Projects Budget

			PHMC/PHS Match	Sponsor Funding
PHMC Personnel				
Dr. David Haury, <i>Archives Director</i>	1 week per year			
Harry Parker, <i>Division Chief, Archives and Manuscripts</i>	2 weeks per year			
Dr. William Sisson, <i>Chief Curator, State Museum</i>	2 weeks per year			
Linda Shopes, <i>Historian/Coordinator</i>	8 weeks per year			
Eric Ledell Smith, <i>Historian/Researcher</i>	40 weeks per year			
Archivists				
<i>Subtotal Personnel</i>		\$ 56,320		
Benefits	38.10%	\$ 21,458		
		\$ 77,778	77,778	0
Video oral history interview - Walter Lyon <i>Interviewer stipend, video production crew</i>				3,000
Environmental History Internship at The State Museum <i>Stipend, materials</i>				4,000
Conservation Consultation <i>Estimated honoraria, travel and per diem</i>				10,000
Oral History Interviews (audio) - avg. 3 interviews <i>Stipend, transcription, travel and materials</i>				5,500
Total			\$ 77,778	\$ 22,500
Total Project Budget			\$ 100,278	
<i>PHMC provides 77% of total project costs</i>				

FUNDING STATUS

January 2007

Project	Cost	In-hand/ Committed	Funds Needed
Video oral history interview - Walter Lyon	3,000	3,000	0
Environmental History Internship at The State Museum	4,000	4,000	0
Conservation Consultation	10,000	3,000	7,000
Oral History Interviews (audio)	5,500	0	5,500
TOTAL	\$ 22,500	\$ 10,000	\$ 12,500

Conservation Heritage Initiative Sponsorship Levels

Support of a comprehensive and scholarly approach to preserving and interpreting Pennsylvania's rich Conservation History and Heritage with statewide impact

“BENEFACTOR”

SPONSORSHIP LEVEL: \$5,000

Includes

Recognition/logo listing in print and promotional materials including

- Recognition as a **Benefactor** to the Conservation Heritage Initiative in upcoming issue of Pennsylvania Heritage Society newsletter contained in the award-winning *Pennsylvania Heritage* magazine, circulation 5,000.
- Recognition on www.paheritage.org and www.paep.org, the official web sites of the Pennsylvania Heritage Society and PAEP

One-year **Corporate Sponsorship** to Pennsylvania Heritage Society

Five complimentary Pennsylvania Heritage Society one-year **Family memberships**

A family membership (\$55/year) includes

- For two adults and all children or grandchildren under 18: One year (four issues) of *Pennsylvania Heritage* magazine; free, unlimited general admission* to the Pennsylvania Historical and Museum Commission's twenty-five historic sites and museums throughout the Commonwealth on the **Pennsylvania Trail of History®**; 10% discount on all PHMC books and publications ordered through PHMC Publications or the State Bookstore; 10% discount at most PHMC gift shops on the **Pennsylvania Trail of History**; reduced conference and workshop registration fees; invitations to tours and events. Also, national *Time Travelers* privileges: free or discounted admission and gift shop discounts at more than 100 museums throughout the United States.

**some special events require an additional fee*

“SPONSOR”

SPONSORSHIP LEVEL: \$2,500

Includes

Recognition/logo listing in print and promotional materials including

- Recognition as a **Sponsor** of the Conservation Heritage Initiative in upcoming issue of Pennsylvania Heritage Society newsletter contained in the award-winning *Pennsylvania Heritage* magazine, circulation 5,000.
- Recognition on www.paheritage.org and www.paep.org, the official web sites of the Pennsylvania Heritage Society and PAEP

Two complimentary Pennsylvania Heritage Society one-year **Family memberships**

“DONOR”

SPONSORSHIP LEVEL: \$1,000

Includes

Recognition/logo listing in print and promotional materials including

- Recognition as a **Donor** to the Conservation Heritage Initiative in upcoming issue of Pennsylvania Heritage Society newsletter contained in the award-winning *Pennsylvania Heritage* magazine, circulation 5,000.
- Recognition on www.paheritage.org and www.paep.org, the official web sites of the Pennsylvania Heritage Society and PAEP

1 complimentary Pennsylvania Heritage Society one-year **Family membership**

“CONTRIBUTOR”

Includes

SPONSORSHIP LEVEL: \$100 TO \$999

Recognition/logo listing in print and promotional materials including

- Recognition as a **Contributor** to the Conservation Heritage Initiative in upcoming issue of Pennsylvania Heritage Society newsletter contained in the award-winning *Pennsylvania Heritage* magazine, circulation 5,000.
- Recognition on www.paheritage.org and www.paep.org, the official web sites of the Pennsylvania Heritage Society and PAEP

CONSERVATION HERITAGE INITIATIVE

Funding to date since 2005

BENEFACTORS

The Karl Mason Family

Pennsylvania Association of Environmental Professionals

SPONSORS

DONORS

Cultural Heritage Research Services, Inc.

Gannett Fleming, Inc.

CONTRIBUTORS

McCormick Taylor, Inc.

TOTAL FUNDING TO DATE

\$22,000

(includes Karl Mason Project)

Organizational Profiles

Pennsylvania Historical and Museum Commission

Established for the conservation of Commonwealth's heritage, the Pennsylvania Historical and Museum Commission (PHMC) and its antecedents have led public and private efforts to preserve, research, and interpret the state's history for the past century. Funded by an annual appropriation from the Pennsylvania General Assembly, PHMC oversees the management of twenty-five historic sites and museums, The State Museum of Pennsylvania; the State Archives; the State Historic Preservation Office.

PHMC is recognized as one of the largest and most comprehensive state historical organizations in the nation. Over 1.7 million visitors come to PHMC museums and sites each year, including nearly 300,000 schoolchildren seeking their understanding of their heritage and culture. PHMC museums geographically span the entire state and thematically cover nearly every aspect of state and American history.

Pennsylvania Association of Environmental Professionals

The Pennsylvania Association of Environmental Professionals (PAEP) is a nonpolitical interdisciplinary organization of individuals working in environmental management, planning, impact assessment, environmental protection, compliance, research, engineering, design and education. With an active statewide roster of 356 individual professional members and 54 corporate members, the purpose of PAEP is to promote environmental education, research, planning, assessment, review, and management through the formation and operation of a nonpolitical multidisciplinary professional society.

Pennsylvania Heritage Society

Established in 1983, the Pennsylvania Heritage Society is the private, non-profit support organization for the PHMC. The Society encourages private, public, and corporate support for the mission of the PHMC, assisting the Commission in its efforts to preserve, document, interpret, and disseminate Pennsylvania's culture and history.

The co-publisher of the award-winning quarterly *Pennsylvania Heritage*, the Heritage Society works with the PHMC on a variety of projects, including:

- **Teaching American History** projects at The State Museum and Pennsylvania State Archives in partnership with the Central Susquehanna Intermediate Unit, Lewisburg, PA funded by the U.S. Department of Education

- **The Civil War Muster Rolls Preservation Project** at the Pennsylvania State Archives, funded by the national **Save America's Treasures** program and the Pennsylvania State Legislature
- Special preservation projects to preserve valuable items in PHMC collections such as the **Ephrata Cloister *Der Christen ABC***, a 72-page bound Fraktur manuscript penned at **Ephrata Cloister** around 1750