

July 7, 2000

MEMORANDUM

TO: Shirley Sagawa

THROUGH: Ellen Lovell *EL*
Anne Donovan *AD*

FROM: Stephanie Madden *SM*

RE: Request for Forward for Millennium Trails book

*include a
presentation
speech*

*include a
presentation
speech*

The American Association for Recreation and Leisure is an Associate Partner of the White House Millennium Council for a book project about Millennium Trails. It is to be written by Kathleen Cordes, author of a recent book on America's National Historic Trails and member of the Millennium Trails advisory group. It is to be published by Sagamore Press. I have not asked for a formal vetting of the publishing house, but I have researched and learned that it is a rather conservative press which specializes in creative non-fiction. Detailed project information and an outline of the book appear in the attached project application. Several chapters are scheduled to be complete and ready for review in the next several days.

The author has requested a forward by the First Lady. I have prepared a first draft which is structured after the Saving Our Heritage piece for the National Geographic/Save America's Treasures book. The content is drawn, though not always verbatim, from speeches by Mrs. Clinton and from her recent column on trails.

PLEASE ADVISE as to procedure for presenting such a request for approval.

Thanks

Stephanie

April 14, 2000

REVIEW FOR PARTNERSHIP APPLICATION

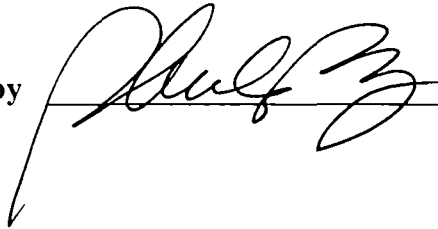
Please consider the following guidelines to review the attached Partnership Application:

- Partner Applicant is a stable, reputable national organization.
- Proposed program meets criteria and helps carry out the White House Millennium Council purposes and objectives.
- This Applicant adequately answers all questions.
- This Applicant proposes acceptable use of the logo and mottos.

Application Name: US Department of Transportation-Millennium Trails program- Associate Partner recommendation for American Association for Leisure and Recreation- -"America's Millennium Trails: Pathways for the 21st Century".

Comments:

Reviewed by



H:partrev

Date

5/28/00



WHITE HOUSE
MILLENNIUM COUNCIL

Honor the Past—Imagine the Future

April 14, 2000

Honorable Rodney Slater
Secretary of Transportation
C/O Jeff Olson
400 Seventh Street, SW
Washington, DC 20505

Dear Secretary Slater:

The White House Millennium Council (WHMC) is pleased to approve your recommendation and application of the American Association for Leisure and Recreation to be an Associate Partner on the "Millennium Trails" program with their "America's Millennium Trails: Pathways for the 21st Century".

As you know, the WHMC is a multi-year initiative to mark the end of the 20th century and the beginning of the new millennium. By recognizing projects that encourage the creativity and inventiveness of the American people, the WHMC will help Americans "Honor the Past - Imagine the Future." Your project furthers the WHMC's mission and goals and we look forward to working with you.

As an Associate Partner, the American Association for Leisure and Recreation is entitled to use the WHMC logo and mottos in connection with approved projects, as set forth in the attached Guidelines. To ensure the success of the WHMC's mission, we require Associate Partners and their projects to adhere strictly to the Guidelines. As an Associate Partner, the American Association for Leisure and Recreation is also responsible for ensuring that individuals, nonprofit corporations, or business entities that assist in specific projects under this program abide by the Guidelines. Under the Guidelines, details of any such partnership arrangements between the American Association for Leisure and Recreation and a third-party entity (public, corporate or nonprofit), should be submitted in writing to the US Department of Transportation and the WHMC for review and approval at least ten business days prior to the effective date of the partnership. Similarly, the WHMC requests that the American Association for Leisure and Recreation notify the US Department of Transportation and the WHMC in writing of any entity that donates funds or resources for a particular project.

The new millennium holds tremendous opportunity for all Americans. The President and Mrs. Clinton are committed to supporting the American people in reflection, action and celebration to mark the millennium in meaningful ways. Your participation and support are greatly appreciated.

Sincerely,

Ellen McCulloch-Lovell
Deputy Assistant to the President
and Advisor to the First Lady on the Millennium

**ASSOCIATE PARTNER RECOMMENDATION
FOR
WHITE HOUSE MILLENNIUM COUNCIL LOGO & MOTTOS**

Millennium Partner recommending the project: USDOT - Millennium Trails

PART I: Associate Partner Organization

Name of Organization: American Association for Leisure and Recreation

Address of Organization: 1900 Association Drive, Reston VA 20191

Phone Number: (703)-476-3471

Describe the associate partner organization's primary function. Alternatively, you may attach mission statement.

The American Association for Leisure and Recreation serves recreation professionals -- practitioners, educators, and students -- who advance the profession and enhance the quality of life of all Americans through creative and meaningful leisure and recreation experiences.

Does the associate partner organization meet the criteria set forth in Section VI.A.1 of the White House Millennium Council Logo and Motto Guidelines (attached)? If so, please explain.

Yes, this proposed partnership with Millennium Trails will help "preserve, recognize and educate the public...about important health, social and environmental issues...and celebrate efforts to improve communities through meaningful activities."

PART II: Millennium Project Proposal

Please describe your program or project. Include the following information: When, where and over what period of time will this project take place? What is the estimated cost? What is the main theme and objective of the project? What kind of audience and how many people do you expect this project to reach? How do you think this project will enhance and further the Millennium Council's goals and objectives? Has your organization sponsored a similar project in the past? If so, please explain briefly. Will funds be raised or contributions solicited in connection with this project? If so, please explain how they will be raised and allocated. Does the project meet the criteria the forth in Section VI of the Guidelines?

America's Millennium Trails: Pathways for the 21st Century.

The proposed partnership project is to publish a commemorative book about Millennium Trails. The

author, Kathleen Cordes is Executive Director of AALR, the recent author of a book on America's National Historic Trails and has served as a participant in the Millennium Trails Green Ribbon Panel. The book will be published in the year 2000 by Sagamore Press, and a portion of the profits will be donated to Millennium Trails on behalf of the author in accordance with Millennium Council Guidelines. The book will provide a means of promoting the Millennium Trails initiative to the many Americans who are looking for adventure (over half of the nation's adults, 98 million of them, are taking adventure vacations), fitness, cultural awareness, or even a trip into the past on foot, horseback, bicycle, snowmobile or other means.

There will be an Introduction, 18 chapters, and two appendices. The Introduction will include background information and a broad overview of the Millennium Trails initiative to include purpose and theme, people and partners, events and ceremonies, future implications, and approved quotes from dignitaries. Laced throughout will be sidebars with vignettes from key participants and dignitaries, and black and white photographs featuring some of the special activities and celebrations. Each of the 16 National Millennium Trails will follow as a chapter to equal the first 16 chapters (please see the Table of Contents that follows). A 17th chapter will list and describe the 50+ Legacy Trails, and a final chapter will simply list Community Millennium Trails. There will be no need for an index, but an appendix or two will be in order, including the agencies and organizations mentioned above that comprise the Green Ribbon Panel.

Each of the first 16 chapters will include a description of the trail followed by a table or box listing general information - contacts, addresses, potential users, etc. The story behind the trail and information about the trail's present status will follow. Again sidebars with vignettes from trail representatives and other notables will add a personal note to each chapter. The 4-color photographs that we discussed will be placed in an 8 page (16 sides) center section to keep costs down and a map of the nation with the 16 national trails to form a centerfold. The color photographs will showcase the national millennium trails and explore their variety through scenery, history, culture, and transportation. Black and white photographs will be distributed throughout the chapters.

America's Millennium Trails: Pathways for the 21st Century

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Lewis and Clark National Historic Trail

Mississippi River Trail

North Country National Scenic Trail

Underground Railroad

Unicoi Turnpike

Part 2

AMERICA'S LEGACY TRAILS and COMMUNITY MILLENNIUM TRAILS

America's Legacy Trails

America's Community Millennium Trails

Appendix A. The Millennium Council

Appendix B. The Green Ribbon Panel

Bibliography

PART III: Use of the Millennium Council Logo and Mottos

Do you plan on using the Millennium Logo in conjunction with your proposed project? If so, please describe specifically how you envision using the logo.

The Millennium logo will be featured on the cover of the book, and in promotional materials and events related to the book's distribution and sales.

Do you plan on using any of the Millennium Council's mottos (see Guidelines) in conjunction with your proposed project? If so, please identify each motto you would like to use and the specific manner in which you will use the motto(s).

"Honor the Past, Imagine the Future" and "Millennium Trails" will be used in the book, and the opportunity will be made available for the First Lady, Transportation Secretary Slater and other Millennium Trails partners to be featured in an appropriate manner.

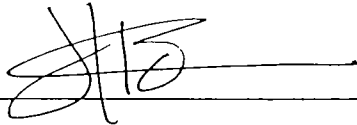
PART IV: GOALS FOR THE PROJECT PARTNERSHIP

What role will your organization have in this project? Please describe the benefits you foresee arising from a partnership between your organization and the associate partner.

As a Millennium Trails Green Ribbon Panel participant, AALR will also work to promote the Community, Legacy and National Millennium Trails through AALR programs and events, including a parallel partnership with the American Hiking Society to promote National Trails Day. Kathleen Cordes has been involved in the Millennium Trails Green Ribbon Panel throughout the project, and her involvement both as an author and as a representative of AALR has been an important contribution to the initiative. The book will serve as a means for documenting both the Millennium Trails program and the people, trails and communities the trails connect. In addition, she has agreed to contribute 50% of profits from the sale of the book to Millennium Trails in accordance with the Millennium Council's guidelines.

I hereby certify that above information contained in this application is accurate.

Signature of Applicant _____



Full Name: Jeffrey S. Olson, Director - Millennium Trails

Date: February 29, 2000

HRC forward – Millennium Trails Book - DRAFT

Perhaps more than any country in the world, America's history has been an unfolding journey. People, ideas and cultures traveled from old world to new, from ocean to ocean; and the trails they left became the geography of a nation. When the President began his second term in 1997, we talked about the exciting prospects before us as the country undertook another phase of the journey, the passage from one millennium to the next. We knew that the official commemoration of this milestone offered a rare opportunity for the nation to come together to take its bearings. From the vantage of a new millennium we could reflect on the paths that brought us to this place in time and contemplate those that would take us into a future worthy of our children.

To lead the observance of this historic passage, we charged the White House Millennium Council with designing and overseeing a wide array of celebrations and programs guided by the national theme, "Honor the Past - Imagine the Future." One of the flagship initiatives was Millennium Trails, a public-private partnership between the Department of Transportation and the Rails-to-Trails Conservancy in collaboration with other dedicated agencies and organizations. The initiative was created to link communities across America through a network of trails. These Millennium Trails would connect people to their land, their history and their culture. They would carve a path through urban and rural America, allowing people to walk to work or school, to enjoy outdoor experiences, to understand their history and to have an authentic sense of place. Since the project began in 1998, almost a thousand Millennium Trails have been designated and we continue to move toward the goal of a trail within reach of every home in America.

I have had the pleasure of visiting some of these trails and meeting the dedicated people who build and maintain them. When Transportation Secretary Rodney Slater and I launched the Millennium Trails initiative on the Baltimore and Annapolis Trail in Maryland, I saw firsthand how much it meant to the Severna Park community it serves. I saw the flowerbeds planted by the garden club and tended by volunteers and families. I met the Scouts who cleared land for a village green on the trail and I talked with the ranger who brought neighbors together to make the trail a reality. He told me, "when we put this trail into the community, we put the community into the trail." At the South Rim of the Grand Canyon, I met a physically challenged athlete who had a dream. He wanted people of all abilities to be able to experience the majesty of that unique place, free of the noise and commotion which motorized transportation creates. A group of enthusiasts came together, made a plan, worked to launch it and make the dream a reality. Construction of the seventy-three mile Grand Canyon Greenway is underway.

These Millennium Trails and others all share common elements; the dedication of countless volunteers; the contribution of resources from businesses and foundations; the support of public agencies; and the leadership of individuals willing to create a lasting legacy for the future. The national initiative has taken shape with the help of many partners. The idea was born in meetings hosted by the President's Committee on the Arts and Humanities. The National Park Service, the Forest Service and the Bureau of Land Management have long been custodians of many of our nation's trails and they continue to play an important role. American Express Company stepped forward and is a cornerstone of private support. The National Endowment for the Arts teamed

with the National Assembly of State Arts agencies to create community-centered Art Projects on Millennium Trails, enabling people to experience trails not only as a form of recreation, but as a journey of discovery. Trail and community organizations like American Hiking Society, American Association for Leisure and Recreation, American Trails and ??? are active and committed participants. And, in communities across America, Millennium Trails is catalyzing partnerships and fostering new collaborations.

Whether they trace a journey of exploration like the Lewis and Clark Trail; preserve a rugged natural corridor like the venerable old Appalachian Trail; recycle a transportation system like the many abandoned rail bed conversions; or commemorate the trials and courage of a people like the Underground Railroad and the Trail of Tears, trails stitch a design in our landscape, creating a picture of America – now and for generations to come.



WHITE HOUSE
MILLENNIUM COUNCIL

Honor the Past—Imagine the Future

8-24

Dear Shirley,

Before their departures, Stephanie Madden and MaryEllen had been in touch regarding the attached Millennium Trails book.

The author has since removed the word "Foreward" and has proposed the attached cover and "Introductory Remarks" section.

What do you think?

Thanks,

Anne Donovan x 62007

Joe Vollen x 57103

- A copy of the approved application for this book project is also attached.

AMERICA'S MILLENNIUM TRAILS

Pathways
to the
21st Century

Introductory Remarks by
Hillary Rodham Clinton
and U.S. Transportation
Secretary Rodney E. Slater



An Official Project
of the White House
Millennium Council

MILLENNIUM
TRAILS

KATHLEEN CORDES
JANE LAMMERS

INTRODUCTORY REMARKS

by Hillary Rodham Clinton
and U.S. Transportation Secretary
Rodney E. Slater

Millennium Trails are tangible gifts to the future that represent a commitment and an investment in the kind of country we want to create in the 21st century. It is my hope that the energy that has sparked this growing national movement will be sustained and nurtured so that trails are a part of our nation's heritage for many generations to come.

Hillary Rodham Clinton



Transportation is about more than asphalt, concrete, and steel; it's about people. The millennium Trails connect our nation's landscape, heritage, and culture. They demonstrate our national commitment to improving the quality of life for all Americans. What legacy will this generation of Americans leave behind for our children and our children's children? I can think of no better gift—no finer legacy,—than this network of historic trails. When our story is told, these Millennium Trails will resonate through history as our generation's gift to the ages.

Rodney E. Slater





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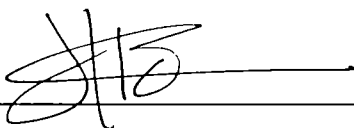
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I hereby certify that above information contained in this application is accurate.

Signature of Applicant _____



Full Name: Jeffrey S. Olson, Director - Millennium Trails

Date: February 29 , 2000



Stephanie A. Madden-Kurz
04/13/2000 11:16:30 AM

Record Type: Record

To: Anne F. Donovan/WHO/EOP@EOP

cc:

Subject: Re: Amer. Associ. for Leisure and Recreation 

Re: getting more information on the Millennium Trails book project.

Ellen returned a copy of the application to me with a note saying "Dimitri is thinking about ways to make this work." There is not too much more to know at this point. I did look into Sagamore Press and they are credible and quite tame as far as I can tell - an emphasis on creative non-fiction. I can ask for excerpts as they become available. AALR has said they will donate back profits according to our requirements and I take that to be central to the meaning of Ellen's note. Anything else in particular that you think we need to ask for at this point?