



THE BUGLE CALL

Summer 2010

The Bugle Call is the official newsletter of the Heart of the Civil War Heritage Area, whose mission is to promote the stewardship of our historic, cultural, and natural Civil War resources; encourage superior visitor experiences; and stimulate tourism, economic prosperity, and educational development, thereby improving the quality of life of our community for the benefit of both residents and visitors.



Burnside Bridge, Antietam National Battlefield

FOCUS ON 150

The Sesquicentennial... Step by Step

One hundred and fifty years ago, Maryland was on the eve of war. The country was reeling from abolitionist John Brown's 1859 raid on Harpers Ferry, Lincoln was elected President, a comprehensive U.S. census was underway, and a slave-based economy flourished in both agriculture and industry. The sense of change on the horizon was palpable.

Today, anticipation hovers again as plans to commemorate the Sesquicentennial of the American Civil War take shape.

A decentralized approach characterizes the Heart of the Civil War Heritage Area (HCWHA) Implementation Plan for 150th anniversary commemorations. The greatest measure of Sesquicentennial programming will be developed and carried out by partner organizations (either independent organizations or consortia/groups). Individuals, non-profits, state and federal agencies, and local jurisdictions in Carroll, Frederick, and Washington counties are invited to use this issue of *The Bugle Call*, and the Interpretive Framework Plan at heartofthecivilwar.org, to help determine how their interests and anticipated projects fit within the Interpretive Framework for the Heart of the Civil War. This summer, a landing page at heartofthecivilwar.org will provide additional resources, forms, and other basics to help partner organizations engage in Sesquicentennial planning and coordination.

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The Heart of the Civil War Heritage Area is one of 11 heritage areas certified by the Maryland Heritage Areas Program. It includes portions of Carroll, Frederick, and Washington counties. In addition to coordinating Sesquicentennial plans in these counties, HCWHA cooperates with other state and national initiatives, many of which overlap geographically and thematically, as illustrated here:

HEART OF THE CIVIL WAR HERITAGE AREA

Carroll, Frederick,
Washington counties
in Maryland

OTHER MARYLAND INITIATIVES

Maryland Office of Tourism
Development –
Emphasis on Maryland’s
Civil War Trails
and other state heritage areas
and scenic byways

NATIONAL/FEDERAL INITIATIVES

Journey Through Hallowed
Ground Partnership
Historic National Road and other
National Scenic Byways

NPS CW 150th
Civil War Trails

Baltimore National Heritage
Area and others

MEET THE STEERING COMMITTEE

This Steering Committee, comprised of leaders of five working groups and Signature Project representatives, is coordinating Sesquicentennial plans for HCWHA. The working groups address Special Events, Interpretive Media, Education, Marketing, and Speaker Series. Volunteers are invited to join their ranks; however, it is not necessary to be represented on a working group to be included as a partner developing heritage product for the Civil War Sesquicentennial. The working group leaders include:

Education

Waneta Gagne
Frederick County Public Libraries
wgagne@frederickcountymd.gov
301-600-1368

Interpretive Media

Chris Haugh
Tourism Council of Frederick County
301-600-4045
chaugh1@fredco-md.net

Marketing

John Fieseler
Tourism Council of Frederick County
jfieseler@fredco-md.net
301-600-4041

Newcomer House Visitor Center

Tom Riford
Hagerstown-Washington County CVB
301-791-3246 x12
tomr@marylandmemories.com

Hagerstown-Washington County CVB

Charissa Stanton
301-791-3246 x 15
charissas@marylandmemories.com

Speaker Series

Mary Mannix
Frederick County Public Libraries
mmannix@frederickcountymd.gov
301-600-1368

Special Events

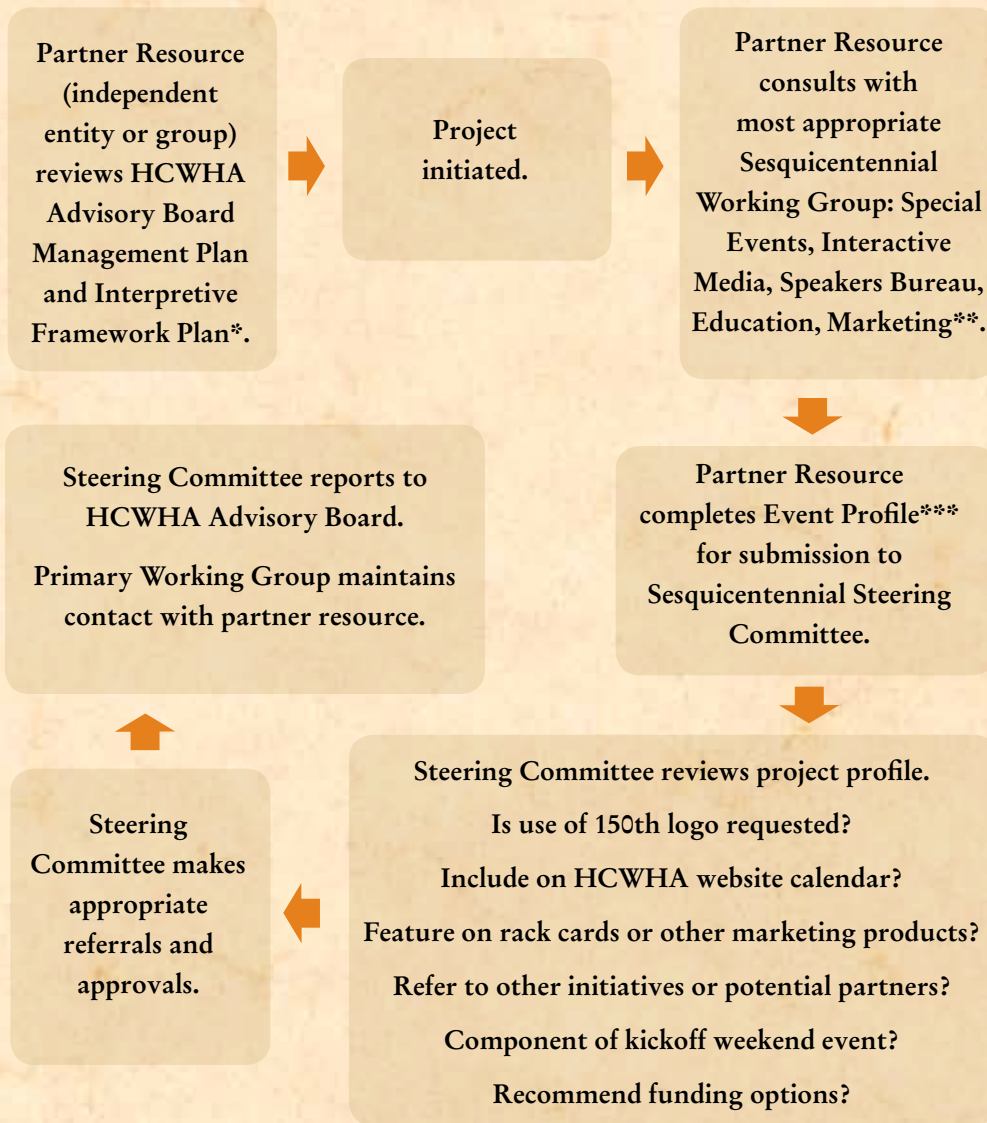
In addition to the working group leaders, county-based committees are being developed to plan and implement kick-off events in Washington (2012), Carroll (2013), and Frederick counties (2014). See “First Call Weekends,” page 4.

Todd Bolton
Harpers Ferry NHP
Todd_Bolton@nps.gov
304-535-6026

Tracy Shives
Monocacy National Battlefield
Tracy_Shives@nps.gov
301-662-3515

GETTING STARTED

Now is the time for nonprofits, government units, and consortia to initiate Sesquicentennial planning. Heritage tourism partnerships beyond the HCWHA boundaries are also encouraged, especially those involving organizations in neighboring state and national heritage areas. The flow chart illustrated below suggests how projects can be included in heritage area-wide coordination and promotion, and how to develop plans that align with annual focus topics and overarching interpretive themes adopted by HCWHA. The process should maximize coordination of plans within HCWHA and help strengthen the wider network of HCWHA partnerships. It also provides a path to access options such as use of the HCWHA Sesquicentennial logo and inclusion on the HCWHA website. See “From Washington County,” page 5, for a great example of local initiative for Sesquicentennial planning.



*Available online at www.heartofthecivilwar.org

**See *Steering Committee*, page 2.

***To be available on Sesquicentennial landing page at heartofthecivilwar.org starting summer 2010.

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CHRIS HAUGH
 Byways and Special Project Manager

The Heart of the Civil War Heritage Area operates under the auspices of the Tourism Council of Frederick County, Inc. Questions about the Heart of the Civil War Heritage Area or newsletter subscription requests should be directed to

HEART OF THE CIVIL WAR HERITAGE AREA
 19 E. Church St., Frederick MD 21701 | 301-600-4042 | heartofthecivilwar.org

Editor - Marlene England | Graphic Design - Jean Peterson Design

ANNUAL FOCUS

Heritage products that relate to the following topics of focus are encouraged, although some annual anniversary events and other projects may not tie directly to these topics.

- 2010 Maryland on the Eve of War
- 2011 To Secede or Not to Secede: The Maryland Legislature Meets in Frederick
- 2012 The Maryland Campaign 1862
- 2013 Gettysburg Invasion and Retreat 1863
- 2014 Jubal Early's Raid and the Battle of Monocacy 1864
- 2015+ Recovery and Reconciliation

FIRST CALL WEEKENDS

Buglers sound "First Call" to get attention, which is what First Call events will do for Heart of the Civil War Sesquicentennial commemorations. These special program launches will introduce commemorations for the years 2012, 2013, and 2014, the 150th anniversary years related to the three major invasions in our heritage area – the Maryland Campaign, Gettysburg Invasion and Retreat, and Jubal Early's Raid/Battle of Monocacy.

County-based committees are now being formed to develop these events, with support from the Sesquicentennial working groups. First Call events will occur on and around the second weekend of June in each of the key years. Additionally, a Frederick County group is planning for 2011 commemorations of the 1861 Special Session of the Maryland Legislature, which was held to determine whether or not Maryland would secede from the Union.

The purpose of First Call events is to generate enthusiasm and awareness by "launching" activities for throughout the rest of the season/year. First Call events will provide opportunities to unveil new interpretive media related to HCWHA themes and to showcase high-profile speakers. Individuals interested in serving on a county-based committee should contact one of the Special Events working group chairs (see Steering Committee on page 2).

Organizations and government units in the Heart of the Civil War may request the use of this new logo for Sesquicentennial projects.



Journey Through Hallowed Ground Sesquicentennial Plans

While the Journey Through Hallowed Ground (JTHG) National Heritage Area and Maryland's Heart of the Civil War Heritage Area (HCWHA) are managed autonomously, these sister organizations work in partnership to the benefit of their communities and heritage travelers. The Maryland portion of JTHG includes the three counties that comprise HCWHA – Carroll, Frederick, and Washington.

Among JTHG Sesquicentennial plans that involve HCWHA:

- Certified Tourism Ambassador (CTA) Training – This program helps front-line hospitality employees and volunteers, such as museum docents, build upon their knowledge of both the local area and the National Heritage Area. With the 150th anniversary of the American Civil War expected to attract millions of visitors to the region, providing well-informed, exceptional service to heritage travelers will encourage visitors to stay longer, see more sites, tell their friends, and even return to the region. To date, 400 CTAs have been certified in JTHG. To learn more, visit ctanetwork.com.
- Of the Student, By the Student, For the Student™ – This national service-learning project connects students living in the JTHG National Heritage Area with surrounding history. The project includes 13 battlefields—among them, several HCWHA locations. Middle school students create, produce, and direct mini-movies (or "vodcasts") that focus on people and/or events associated with Heritage Area sites. The vodcasts may be downloaded online at hallowedground.org as new interpretive media for visitors to access.
- Sesquicentennial Living Legacy Project – A feasibility study is in the works for an ambitious project to commemorate the American Civil War by planting a tree for each of 620,000 individuals who sacrificed their lives during the conflict. To be set along the 180-mile Route 15/20 corridor from Monticello to Gettysburg, the trees will create a living legacy.



ON THE HORIZON

Visitors to the Heart of the Civil War will have an array of new ways to experience and consider our revered places and interpretive themes during the years of the Sesquicentennial. This glimpse of what's "in the works" should provide inspiration for organizations, consortia, and communities to get started with their own planning:

- The City of Hagerstown has established a Sesquicentennial Committee that is providing a comprehensive approach to public relations, events, and publications that draw attention to Hagerstown's Civil War experience (see article at right).
- Representatives of the Maryland General Assembly will be invited to participate in a commemoration of the Special Session that met at Kemp Hall in Frederick for several months in 1861 to settle the question of secession. Will elected officials be arrested on their way to town, as they were 150 years ago? Watch out!
- A fruitful town-NPS partnership between Williamsport and C&O Canal NHP will examine the period when the Confederate Army was held up in Williamsport after Gettysburg. On July 9, 10 and 11, 2010, Retreat Through Williamsport will present three days of living history interpretations, tours, talks, concerts, and more. The event will start building toward a bigger event in 2013 for the 150th anniversary of the retreat.
- Special activities for battle anniversaries.
- A new multi-day tour itinerary will combine our area's unique lodging options with visits to battlefields, museums, and historic sites along the Civil War Trails.
- New exhibitions – such as *The Civil War Comes to Frederick County* permanent installation now in development for the Museum of Frederick County History.
- New media visitor experiences – such as GPS tours, geo-caching, and interactive interpretations using social media.
- HCWHA organizations will join with others across the state in the Jubilee 1864 celebration, a project to raise awareness and appreciation for the events that brought slavery in Maryland to an end, celebrating the legacies of freedom's rebirth, and the paths Marylanders have trod since then.

FOLLOW HCWHA ON TWITTER AND FACEBOOK!

Be the first to hear about Sesquicentennial plans and other news.

You can find us on Twitter @mdcivwar and on Facebook by searching Heart of the Civil War Heritage Area.

FROM WASHINGTON COUNTY...

The City of Hagerstown's Sesquicentennial Committee has developed a three-prong approach to commemorating the 150th anniversary of the Civil War in Hagerstown:

- Provide public relations support to the city's institutions and businesses and encourage them to come up with their own ideas for 150th events. All events will be promoted through a city-owned website at civilwarsites.com.
- Host three special events—one in 2012, 2013, and 2014. Events being considered include a living history reenactment at the Jonathan Hager House area of Hagerstown's City Park, a rededication of Washington Confederate Cemetery at Rose Hill Cemetery, and a three-day Civil War Expo, which may include exhibits and tables staffed by Civil War museums, heritage groups, reenactment groups, and even businesses like Civil War relic and book sellers, etc.
- Coordinate miscellaneous projects, such as creating displays that can be used to fill vacant storefronts in the downtown area.

The city also has two major projects in the works. Most of the research has been completed for *Hagerstown in the Civil War*, an illustrated history book. The writing and layout of the book is scheduled to begin soon and will be delivered to Arcadia Publishing this fall for a planned release in April 2011, if not sooner. This project is funded in part by a Heritage Area mini-grant and support from the Hagerstown-Washington County CVB.

In the planning stages is a film tentatively called *Valor in the Streets: The Battle of Hagerstown*, a documentary on the July 6, 1863 cavalry battle in the streets of Hagerstown during the retreat from Gettysburg. Two-thirds of the project's funding is in place, including support from the Hagerstown-Washington County CVB, and the city has applied for a grant to fund the remainder. The format will be similar to the *Civil War Journal* series that aired on the History Channel about 12 years ago with narration, interviews, historic illustrations, and some re-created footage.

NEW HCWHA EXHIBIT AND VISITOR CENTER AT ANTIETAM



Grand opening festivities for the new visitor center will be held on September 17-19, 2010, coinciding with the 148th anniversary of the Battle of Antietam and the Sharpsburg Heritage Festival. Visitor center hours will mirror the Pry House Field Hospital Museum: Memorial Day through October 31, 11 a.m.-5 p.m., seven days a week, and 11 a.m.-5 p.m. on Saturdays and Sundays in May and November.

The Heart of the Civil War Heritage Area (HCWHA) will open a visitor center this fall to promote Civil War heritage tourism opportunities in the tri-county area. The visitor center will be housed in the 2,000-square-foot Newcomer House at Antietam National Battlefield and will open in time to serve the large influx of visitors expected for the Civil War Sesquicentennial. The Newcomer House, built in the 1830s, is located on Route 34, near the Antietam Creek.

In October of 2008, Antietam Superintendent John Howard offered the historic structure for use as a HCWHA visitor center. The Hagerstown-Washington County Convention and Visitors Bureau (CVB) entered into a cooperative agreement with the NPS to open and operate the center. A working group of board members from the Heritage Area and rangers from Antietam, Monocacy, and South Mountain has been developing exhibit plans. The group has benefited from the added expertise of volunteers Jack Spinnler and David Guiney, both retired from Harpers Ferry Center, the Interpretive Design Center for the National Park Service (NPS).

The HCWHA has already obtained \$24,000 through the NPS's Challenge Cost Share Program and has applied for an additional \$24,000 grant from the Maryland Heritage Areas Authority to support exhibit planning, design and fabrication, volunteer and staff training, and other costs related to opening the facility.

The Newcomer House has four downstairs rooms. The back room will serve as a visitor information area, and the three front rooms will feature exhibits organized by theme: In The Heat of Battle, On the Homefront, and Beyond the Battlefield. Information on HCWHA sites with regular hours of operation will be available in each of the three rooms.

FROM FREDERICK COUNTY...

From its inception, the Heart of the Civil War has recognized the importance of film in inspiring interest in Civil War history. Surges in Civil War heritage tourism are directly attributable to films such as Ken Burns' 1990 PBS series on the Civil War, *Gettysburg*, and *Gods and Generals*. For the 150th anniversary of the Civil War, a major film project will be led by Frederick County's Chris Haugh, an award-winning documentary filmmaker who will be acting in his capacity as leader of the Sesquicentennial Interpretive Media working group, and as Byways and Special Projects Manager for the Tourism Council of Frederick County.

Titled *Heart of the Civil War*, this 60-minute documentary will be produced with a variety of companion products readily accessible for on-demand download and viewing by the traveling public. The film will be available through the HCWHA website, regional broadcasting and cable outlets, and at key interpretive and tourism locations.

Other possible outcomes include educational applications through public schools, distribution to a national network of public and commercial television stations, and international sales and marketing of film products. The documentary's purpose is to introduce viewers to the compelling heritage stories and tourism opportunities within the HCWHA, including specific focus on the resources such as battlefields, museums, historic sites, scenic byways, and the Maryland Civil War Trails program. The documentary will concentrate on stories of civilians on the home front, battles, and the aftermath involving care for the wounded. Major funding for this project has already been secured from America's Byways, and additional support is now sought.

This project builds on film activity that already thrives locally. Most recently, the Washington County CVB helped to sponsor *The Echoes of John Brown*, a 2009 Historical Film Features Travelogue that explored the abolitionist's raid on Harpers Ferry as the "spark that caused the Civil War." In May, an Irish film company worked in HCWHA on a production featuring the Irish Brigade for the Smithsonian Institution's television network. Watch for the Heart of the Civil War documentary to air in 2012.





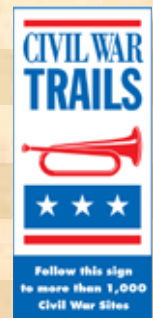
State Tourism Directors meet with members of the Civil War Trails Board of Directors. Maryland's Director of Tourism, Margot Amelia, stands front center.

Sesquicentennial and the State

The State of Maryland began preparing for the 2011-2015 Civil War Sesquicentennial commemorations 10-plus years ago when the Maryland Office of Tourism Development (MOTD), in conjunction with Destination Marketing organizations from across the state, implemented the Maryland Civil War Trails Program. Since 2002, when the first trail opened, Civil War Trails have become one of the state's most popular heritage tourism experiences. With such highly popular travel products already in the marketplace, MOTD will help to coordinate the multi-state effort to market Civil War Trails as "the most fun and exciting way to experience the Sesquicentennial."

Together with Virginia, North Carolina, West Virginia, Tennessee, and Gettysburg, Pennsylvania, Civil War Trails universally offer a total product that erases jurisdictional boundaries and provides easy access to more than 1000 sites. The five Civil War Trails states are in position to work together to leverage resources with one another and with local tourism offices to maximize marketing exposure of the Trails system. Toward that end, the Civil War Trails state travel directors have agreed to:

- Enhance the presence of Civil War Trails on websites so information can be more easily found by the consumer
- Work with Departments of Transportation to include the updated logo on state highway maps
- Include the updated logo on all appropriate communication vehicles
- Dedicate four or more pages of editorial content and images in state travel guides
- Develop standard promotional language to be used in all press releases
- Continue to promote the Trails to group travel and international markets
- Research the feasibility of a "smart phone" application



Additionally, MOTD will develop cooperative advertising opportunities for Maryland's Destination Marketing Organizations to include both print and online media outlets. In support of advertising, MOTD will help to facilitate familiarization tours for both domestic and international travel media. MOTD will also work closely with HCWHA staff to develop an audio guide to enhance the Civil War Trails driving experience.

FROM CARROLL COUNTY...

Referred to as a “brisk little cavalry fight,” the Battle of Westminister helped to determine the outcome at Gettysburg in the summer of 1863. Also known as Corbit’s Charge, after the Union commander, the skirmish delayed General J.E.B. Stuart and his 5,000 Confederate cavalymen from reaching Gettysburg until July 2, when the battle in Pennsylvania had already been underway for a day.

The Corbit’s Charge Commemoration Committee is looking ahead to the 150th anniversary in 2013, but in the meantime, the 147th anniversary commemoration is just around the corner. A full weekend of activities is planned for June 26 and 27, including the appearance of Mr. Jim Getty, a nationally-known Abraham Lincoln interpreter on Sunday, June 27. The weekend kicks off on the morning of June 26, as the Civil War encampment* opens with civilian and military re-enactors, artisans, sutlers,



drill and firing demonstrations, camp life demonstrations, children’s games, and museum displays. The annual parade from the encampment to the Corbit’s Charge Monument and Confederate Lt. Murray’s gravesite in the cemetery of the Ascension Episcopal Church, will take place at 12:45 p.m., followed by a wreath-laying ceremony. The encampment closes for the evening after a free Civil War-period music concert at 7:00 p.m. Sunday’s activities begin with a Civil War tent-style church service at 10:00 a.m., followed by guided walking tours of the battle site that afternoon. The encampment will be open from 10:00 a.m. until 4:00 p.m. on Sunday, with various demonstrations throughout the day. All events are free and open to the public. For more information, visit http://www.pccwrt.org/Corbits_Charge.htm.

*The encampment will be in place all weekend on the grounds of the Carroll County Multi-Service Center.

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19 East Church Street | Frederick, Maryland 21701