
COULEE CORRIDOR BYWAY BEAT

Volume 3. Issue 4

Coulee Corridor Consortium – Coulee Corridor National Scenic Byway November 2014

Adopt-A-Highway Nets Tons of Trash

Eight dedicated trash collecting specialists took time out of their busy schedules on Saturday September 27, 2014 to bag up discarded materials that had found their way onto the roadside along SR17 between mileposts 84-86 at Lake Lenore. The collecting went relatively quickly with more people and in a matter of a couple of hours the entire area had been covered. All those who participated are members of the Coulee Corridor Consortium, a loose affiliation of individuals, agencies, and organizations who have an interest in promoting tourism along the Coulee Corridor National Scenic Byway. The corridor runs from Omak through Othello and includes a variety of loops and spurs on more than 150 miles of roadway.



Jonathan Smith and his two sons, (left to right) Marshall, 4, and Adam, 7, were eager, enthusiastic and willing to help



All trash collecting specialists donned colorful vests and spread out along the highway on a clear day in the picturesque setting. Participants included (from left to right) Margaret Amara, Birdie Hensley, Rick Heiberg, Lowell Hensley, and Mark Amara (taking the picture).

What's Your Story?

By Harry Hayter, and Ken & Barb Caylor

On September 25 and 25, 2014 the Scenic Byways of Washington State held a special event focused on creating a more clear vision for marketing Washington's byways.

It outlined some of the necessary tools to *help make byways noticeable to the touring public*. The event was held in Leavenworth at the Sleeping Lady Mountain Resort and was attended by byway representatives from across the state including Harry Hayter, Ken Caylor, and Roger Krug representing the Coulee Corridor Consortium

The event featured guest speaker Andy Dumaine of "Shrinking Footprint". Dumaine spoke on "Leveraging our Mini Budgets to creating Mega Economic Impact" for our rural communities and on "Homemade in America" focusing in on stories relating to our communities. Dumaine noted stories are to be shared and travelers love to hear them.

Important: Don't tell me; instead, involve me.

Dumaine reminded us that:

- Simple Sells
- Small Works
- Smart Wins

He noted when planning always:

- Remember you can't do it alone!
- Small communities have little to work with.
- Make your projects more about coordinating then money.
- Turn your story into our story

In addition, there were progressive roundtable discussions with a facilitator at each table covering specific topics including advertising byways, blogging, using social media, pitching stories and defining authentic experiences. Each table had an informative staff member/guest from the Washington state scenic byways organization. Topics also covered the following key themes

1. Content is [STILL] King - Marcus Yearout

2. Getting in for the Social - Jennifer Coleman
3. Pitching to TV Producers - Anne Erickson
4. Improving your Photo Assets - Richard Duval
5. One Dozen Action Steps - Audrey Fraggalosch

The event was helpful in many ways and provided many ideas on improving marketing approaches of our Washington Byways. With the insights gained, the principles can be put to valuable use by our members to present and promote the Coulee Corridor in an even more positive light, encourage more travel up and down the byway, and make suggestions to improve the economies of our local communities. Since tourism is ranked #4 as revenue in the state, this message needs to get out to vacationers and recreationists.

Fall Mustard Helps Potato Producers



Photo taken by Susie Barr, Warden

With as many as 70 different crops grown in the Columbia Basin, it is no wonder some are more difficult to tell apart than others. This fall many irrigated cropland fields displayed

a vivid yellow flowering plant. There are at least three common crops with yellow flowers including mustard, canola, and sunflowers. This time of year the crop typically seen is a mustard since sunflowers and canola mature earlier in the season. The mustard is not grown to harvest. Instead potato producers throughout the Columbia Basin plant and till in mustard in the fall to naturally fumigate the soil to control nematodes prior to planting potatoes in the spring. The field on the left was near the intersection of SR170 & SR17 in Grant County.



Geoscientist Selected for the Ice Age Floods National Geologic Trail

Provided by Denise Bausch, Chief, Interpretation and Education, Lake Roosevelt National Recreation Area, Davenport

Colin Bloom, who will graduate in geology from Occidental College in December 2014, has been chosen to prepare a transportation management plan for the Ice Age Floods National Geologic Trail (IAFL) between January and June 2015. The plan will include a series of trail transportation maps delineating the 1300 mile main stem trail and multiple loop/spur trails that will be the basis for developing new routes and integrating existing interpretive and education opportunities for the trail. The plan will utilize the National Park Service and its multiple partners in Washington, Oregon, Idaho and Montana in guiding the development of interpretive opportunities

for the public visiting the only national geologic trail in the country.

Existing roadways will link the trail by way of a central pathway with designated loops and spurs. In places, other types of foot and vehicle trails may be part of this network. Because of area, size, a series of base maps will be developed for each state and include identification of:

- * Major trail geological features
- * Available main trails, loops, and spur roads
- * Potential multi-modal trails, including land and water opportunities
- * Highway/road numbers for identification and way finding
- * Road segment mileage
- * Required turning movements
- * Optimal reminder signing intervals
- * Way finding directional signing needs
- * Potential interpretive turnouts or stopping places
- * Existing interpretation/education facilities (i.e., wayside exhibits, museums, trails, parks, about Ice Age Floods); and
- * Existing area partnerships or potentials for being developed.

Byway Beat Briefs

New Home For WSU Extension/Master Gardener Programs

As of November 1, 2014, the WSU Grant-Adams Extension/Master Gardener office has been relocated from the Grant County Courthouse, Ephrata to 1525 E. Wheeler Road, Moses Lake in the front of the District Court building. Check out the new location. The public can bring their samples for analysis to the Extension Office in Moses Lake now. OPEN House for the WSU Extension Office at 1525 Wheeler Road is December 12, 2014, 3:30 to 5:30 PM.

21st Century After School Program Buzzing

According to Ronda Heston, Site Director of the 21st Century program, the 6 week summer session was busy with up to 65 kids on campus 7:30-2:30. The program was a joint effort between the school districts and the city of Ephrata. Each week was themed and included outdoor games, first aid and safety, NASA, NASA art and camping with water safety.

Now that school has been in session for a few months this fall, there are 53 students in Heston's program and other participating schools are recording high numbers. The goal this year is to enroll 80 kids into each program.

Coulee Corridor NSB Shines at Adams Co Fair

Barb Caylor staffed the Coulee Corridor booth at the Adams County Fair in Othello last September. An estimated 500 + people picked up travel planners, Washington state scenic byway leaflets, and Coulee Corridor pamphlets, and many people expressed interest in participating in activities or seeing sights along the byway.

Dry Falls Interpretive Center Closed for Season

The Dry Falls Visitor Center adjacent to Dry Falls- Sun Lakes State Park on State Highway 17 remained open through October 31, 2014. It will re-open March 1, 2015. Though the visitor center is closed, the Dry Falls panorama is available for viewing year-round

Check out the Coulee Corridor web site at www.couleecorridor.com. Be a supporter and join the Coulee Corridor Consortium! Colorful Coulee Corridor pins and commemorative coins are for sale at the monthly meetings.

Editor's Note: For the last several years the CCC has promoted the Coulee Corridor in American Road Magazine and through its website. A brief breakdown of stats collected between March and September shows this avenue is a great way to highlight the area with the idea of potentially bringing people to see it.

American Road Stats for March 15, 2014-September 14, 2014

Itinerary downloads:
Total: 7682
Unique: 6118
Non-unique: 244
Bot activity: 1320
Total Human downloads: 6362

Clicks to home page:
Total: 1760
Unique: 1296
Non-Unique: 75
Bot activity: 389
Total Human clicks: 1371

Write-in requests: 23
Total human interactions: 7756

Link - <http://americanroadmagazine.com/>.
Then go to Free Travel Info, Itineraries, and Pacific Coast and then download PDF Itinerary for the Coulee Corridor NSB

Articles for the next Byway Beat

Submit articles to Birdie Hensley or Mark Amara by January 15, 2015

Newsletter Editors

Mark Amara *Birdie Hensley*

Editor's Note: Here are some excerpts from the Coulee Corridor's People & Places leaflet which highlights some of the byway's historical treasures. Ephrata and Soap Lake are the locations of the last two 2014 CCC monthly meetings of the year. People are encouraged to visit and learn about the area's local historical sites. Copies of the People & Places pamphlet can be requested from the Coulee Corridor Consortium.

Ephrata (Grant County) Highway 28

The area around Ephrata was originally home to the Columbia (Sinkiuse) tribe when it was known as Tukta-hyos-pum. Known locally as Beezley Springs after horse rancher Frank Beezley, it became the Great Northern Railroad's Station 11 in 1892 and finally "Ephrata" in 1901. According to local lore, a railroad worker thought he saw similarities to agricultural landscapes around the Holy Lands in the Middle East and named it Ephrata. The town was incorporated in 1909, became the Grant County seat and has been a transportation hub for livestock, fruit and other crops, by wagon, rail, truck and air travel.

Ephrata served many people working on the Grand Coulee Dam project in the 1930s, was a training base for the Army Air Corp in the 1940s, and provides offices to the Bureau of Reclamation which has administered the Columbia Basin Irrigation Project since the 1950s.



Grant County Courthouse (First & C Streets)

Courthouse construction was started in 1917 and completed in 1918. The attached Annex building was built in 1957 while the Law and Justice Building was built in 1984. The courthouse has been

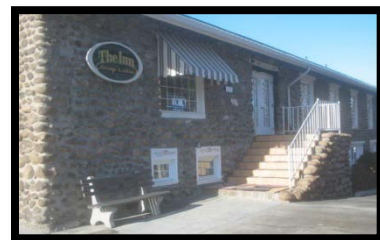
heated with coal, oil, hot water, and electricity. A geothermal 2000' deep drilled well (#10), located 1 ¼ miles north of the courthouse, was the source of 82-88 degree F water, which provided radiant heat from 1987-2004. In 1975, the Courthouse was added to National Register for Historic Places.

Soap Lake (Grant County) Adjacent to State Highway 17

Long revered for its medicinal properties, Soap Lake was first used by Native Americans thousands of years ago. Native peoples called the lake Smokiam or "healing waters" and *Let-to-to-weints*, which means "healing water springs." The first pioneers who stayed at the lake in the 1880s knew it as Sanitarium Lake. By 1914, the town boomed and through the 1950s, there were still quite a few spas, cabins and hotels. People believe the lake has beneficial curative properties and use its water to treat a variety of skin and internal disorders. Many of the town's first residents had lake water pumped into their homes for drinking and bathing though very few do now. Most of the hotels close to the lake have lake water pumped into their rooms. Soap Lake mud is almost equally as popular as the lake water and people are often seen carting away gallons of it during the summer for various uses.

Janes & Company, Inc. Soap Lake Products (226 Daisy)

Around 1910, E. Paul Janes used rounded river rock to build this unique structure. It housed his business products guaranteed to cure various ills, including Soap Lake water, which was bottled. Soap Lake products were manufactured in a steam plant behind the building. Janes left in 1913 and the Soap Lake Products business was taken over by Earnest and Roxy Thorson in 1920 and operated until 1984 after which it was converted into apartments. Now it is called the Inn at Soap Lake



Coulee Corridor Consortium Officers

Tim AllingChair

Mark Amara....1st Vice Chair

Ken Caylor.... 2nd Vice Chair

Birdie Hensley...Secretary

Barb Caylor...Treasurer

Get Involved With Coulee Corridor Consortium Committees:

National Scenic Byways

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Contact the Coulee Corridor at www.couleecorridor.com

[Or call \(509\) 634-1608](tel:5096341608)

CCC Monthly Meeting Schedule – No host lunch and regular meeting which starts at noon

November 21, 2014 – Country Deli, 245 Basin St SW, Ephrata

December 19, 2014 – Don’s Greek Restaurant, 14 Canna N, Soap Lake