



DEPARTMENT OF THE ARMY  
U.S. ARMY CORPS OF ENGINEERS  
WASHINGTON, D.C. 20314-1000

REPLY TO  
ATTENTION OF:

S: 15 October 2003

CECW-ON

SEP - 9 2003

MEMORANDUM FOR COMMANDERS, MAJOR SUBORDINATE COMMANDS  
CHIEFS, OPERATIONS DIVISIONS

Subject: Request for Field Review

1. The Engineering Research and Development Center (ERDC) at Vicksburg, Mississippi, has developed a draft set of brochures to provide public information about the U.S. Army Corps of Engineers recreation program. The set includes 4 regional recreation brochures, which will replace the existing set of 10 regional brochures, and a new national brochure with camping information. The goals of the effort are to standardize the appearance of the national recreation brochures, encompass key elements of "The Corps Story," and reduce costs. The project was conducted under the Recreation Management Support Program, with the assistance of a team of individuals from the Natural Resources Management community. This memorandum requests your review of and comment on the draft materials by 15 October 2003.

2. Each MSC (division office) will receive one hardcopy, full size, color set of the draft brochures for review. Although providing copies to each district and field office would be ideal, it is cost prohibitive. The brochures may also be viewed online at: <ftp://erdc-ftp.wes.army.mil/pub/outgoing/jmarcy/>. If desired, color plotters located at district offices may be used to print additional hard copies for district and field office review. When printed at 100 percent size, the regional brochures are approximately 30" x 40" in size and the national brochure is approximately 40" x 50," and have a minimum font size of 10 points. They will fold to a standard 4" x 9" size.

3. Input on the brochures is requested about the following, in particular:

- Accuracy of facility matrices.
- Accuracy of brochure maps.
- Additional photographs are needed since the draft brochures contain some placeholders. These should be magazine quality jpeg images. Images of rangers in full uniform (including campaign hat), of visitor and ranger ethnic diversity, of general scenic, and of entrance signs IAW our sign manual are needed. Since the brochures are regional or national in scope, "generic" images with the exception of entrance signs are most appropriate.
- Informal feedback from visitors and key partners on the brochures would be beneficial. Do they: Consider them attractive?; Believe that they provide necessary trip planning information?; Want a brochure like this?; and Do they have any recommended improvements?

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3. In conjunction with the new hardcopy brochures, new public pages on the Natural Resources Management (NRM) Gateway will provide recreation information to on-line customers. These pages will be available for viewing on 1 October 2003 at: <http://corpslakes.usace.army.mil/visitors/visitors.html>. Although many partners manage recreation areas on Corps projects under lease or license agreements, the brochures focus on Corps-managed areas. The Gateway pages, however, provide opportunities for recognizing partners.

4. You will be requested to review and comment on the visitor pages on the NRM Gateway when they become available for viewing on 1 October 2003. The information used to generate these pages came from several sources, the major one being the Operations and Maintenance Business Information Link (OMBIL). You will be notified by email when the pages are available for review, and a set of instructions will be provided for making comments.

5. Comments on the brochures, along with digital images, should be consolidated at MSC offices and provided to Julie Marcy, CEERD-EE-E, (601) 634-3684, by 15 October 2003. POC for this action in CECW-ON is Judy Rice, (202) 761-4751.

FOR THE COMMANDER:



MICHAEL B. WHITE  
Chief, Operations Division  
Directorate of Civil Works

CECW-ON

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DISTRIBUTION:

COMMANDER, GREAT LAKES & OHIO RIVERS DIVISION, ATTN: CELRD-ET-CO-R  
COMMANDER, MISSISSIPPI VALLEY DIVISION, ATTN: CEMVD-ET-OO  
COMMANDER, NORTH ATLANTIC DIVISION, ATTN: CENAD-ET-O  
COMMANDER, NORTHWESTERN DIVISION, ATTN: CENWD-CM-OC - Omaha  
COMMANDER, PACIFIC OCEAN DIVISION, ATTN: CEPOD-ET-C  
COMMANDER, SOUTH ATLANTIC DIVISION, ATTN: CESAD-CM-OC  
COMMANDER, SOUTH PACIFIC DIVISION, ATTN: CESPDP-CM-O  
COMMANDER, SOUTHWESTERN DIVISION, ATTN: CESWD-ETO

INFORMATION COPIES SENT TO:

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COMMANDER, BUFFALO DISTRICT, ATTN: CELRB-CO-TB  
COMMANDER, CHARLESTON DISTRICT, ATTN: CESAC-TS-O  
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COMMANDER, NEW ORLEANS DISTRICT, ATTN: CEMVN-OD-T  
COMMANDER, NEW YORK DISTRICT, ATTN: CENAN-OP  
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COMMANDER, SAN FRANCISCO DISTRICT, ATTN: CESPNC-CO-O  
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COMMANDER, ENGINEER RESEARCH AND DEV. CENTER, ATTN: CEWES-EE-R