FROM THE EXECUTIVE DIRECTOR

Think cozy vintage bar stools, unforgettable forties songs, exciting prizes, and people enjoying a festive relaxing evening, and you might be thinking of this year’s sold-out Trust Annual Dinner, “You’ve Come a Long Way, Rosie!” which took place on April 11th.

The evening was a tremendous success with more than 200 people, many wearing inspired vintage hats and garb, joining us at the historic Galileo Club. In addition to marvelous decorations, dinner guests enjoyed signature forties cocktails and a huge silent auction, as well as the opportunity to meet and talk with eight former Rosies and Home-Front workers (one of them profiled in this issue), and two wonderful young women who have attended the Rosie’s Girls Summer Camp. The evening’s program highlighted 15 years of park milestones and honored retiring Congressman George Miller, who was truly a father for this park, with a special Rosie’s Girls Outdoor Challenge Fund named in his honor. Appropriately, Richmond’s Mayor Tom Butt, who was also a founding father of the park, introduced Diane Hedler, Board President, who made the presentation.

Thanks to our incredible supporters and sponsors, this year’s dinner raised more than $100,000 to support park programs, and more than $1,200 for the new Outdoor Challenge Fund. You truly HAVE come a long way, Rosie!

—Marsha Mather-Thrift

The Urban Agenda, developed over the past several years in a “deep dive” series of meetings and consultations involving hundreds of park advocates and community organizations, addresses this disconnect directly, starting with the urban Model Area pilot programs. The strategy involves three bedrock principles:

- Relevancy to all Americans, including promotion of greater diversity and cultural competency in the NPS workforce, engagement of the millennial generation in determining the future of the park system, and connecting to the historically underserved populations through new and existing partnerships and programs in the urban NPS sites, such as the Rosie the Riveter NHP.
- One NPS, meaning a coherent, unified strategy across all of the NPS’s more than 400 parks and programs to demonstrate how a coherent system can operate in an urban landscape.
- Creating a culture of collaboration among all NPS divisions, sites, programs, and partners to promote shared priorities and resources as the foundation for the “One NPS” objective.

To implement this bold transformation, Superintendent Leatherman will be joined by a newly appointed Urban Fellow for the Richmond Model Area, Kieron Slaughter, currently a city planner with the City of Richmond. In this new two-year assignment, Slaughter will reach out to parts of the under-represented community and facilitate a series of community and partnership meetings and workshops over the next six months. The goal, says Leatherman, will be “to figure out our common priorities and strategies for accomplishing them – basically, a more strategic approach to identify programs that benefit multiple partners.”

SUMMER 2015 IN THEIR HONOR

Sharon Alvarez. Happy birthday to Mildred Vollmer.
Mary Breuning. In honor of “Rosie” Patricia Wilson.
Sue Doro. In honor of Verona Guinn, laborer at the Richmond Terminal Corporation.
Sue Doro. In honor of Verona Guinn, laborer at the Richmond Terminal Corporation.
Lisa Halperin. In memory of my parents who both died this past year.
Sue Doro. In honor of Verona Guinn, laborer at the Richmond Terminal Corporation.
Sue Doro. In honor of Verona Guinn, laborer at the Richmond Terminal Corporation.
Philippa Hynd. In memory of my father, a welder in the shipyards in WWII.
Kevin Thompson. In honor of my mom, Glee (Halbrook) Thompson, a welder in these shipyards in WWII.
Irene Tuzdalian. In honor of the Rosies of all of us.

We Can Do It…Today!

Rosie the Riveter Trust
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Richmond, CA 94804-1126

Address Service Requested

F R O M T H E P A R K S U P E R I N T E N D E N T

T he launch of the National Park Service Urban Agenda is the beginning of a brand new chapter in the way we engage and support communities across the country. As you all know, many of these principles have been part of what we have been doing here for the last 15 years, so it is great that we can share and learn from others doing the same things, with similar challenges and opportunities. Two years ago, the City Parks Alliance hosted an event to bring urban park leaders together from around the world. This year the conference was titled Greater and Greener, and it took place in San Francisco. The National Park Service used this forum of national and international park leaders to kick off the urban parks feature in our parks and to work together on shared values.

Kieron Slaughter, the urban fellow in our City of Richmond, will help us to explore the possibilities and connect with all of the urban leaders around the country. I know that the Rosie Trust and all of its members will be involved as we partner with the National Park Service and our urban parks colleagues to find new ways to provide opportunities to improve their quality of life. For more about the agenda please go to www.nps.gov/urban.

—Tom Leatherman