

**WHITWATER  
CANAL BYWAY  
ASSOCIATION**

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Purpose: To serve as a gateway  
to the Whitewater Valley while  
preserving, protecting, and  
enhancing the historical, scenic  
and cultural assets of the White-  
water Valley by educating local,  
regional, and national visitors.

The Board of Directors meets on  
the third Wednesday each month,  
except December.

Whitewater Canal Byway Associa-  
tion, P.O. Box 75, Metamora IN  
47030.

Newsletter editor: Bob Hansen.  
Contributions of articles and  
photos encouraged.

# Along the Byway

WWW.WHITWATERCANALSCENICBYWAY.ORG

ISSUE 2

SPRING 2009

## Regional Theme: Collaboration

Exploring how working together can benefit the entire region will be the theme of the first Whitewater Regional Conference on April 17 at John Miller Community Center in Roberts Park, 2900 Park Ave., Connersville.

Called "The Power of Collaboration," the conference is intended to bring together chambers of commerce, tourism organizations, economic development groups, local and state government officials, educators, businesses and others interested in working together to improve life in the Whitewater Valley, according to Candy Yurcak, president of Whitewater Canal

Byway Association.

Conference speakers and two breakout sessions will focus on the importance of working together for mutual benefit of the region.

Speakers include:

- Michael Snyder, managing principal of The MEK Group;
- Phil Anderson of Rethinking Rural; and
- Mayor William Graham of Scottsburg.

Registration for the conference costs \$10. For details, contact Blanche Stelle at the Union County Development Corporation, (765) 458-5679.

• Biographies of the conference speakers are on Page 6 of this newsletter.

### THE POWER OF COLLABORATION:

Friday, April 17, 2009

John Miller Community Center in  
Roberts Park, 2900 Park Ave.,  
Connersville

8:30 – 9:00 Registration

9:00 – 9:15 Welcome by  
Candy Yurcak, President – WCBA

9:15 – 9:45 Keynote, Michael Snyder, managing  
principal, The MEK Group

*'The Benefits of Regional Collaboration'*

9:45 – 10:30 Phil Anderson of Rethinking  
Rural

*'The Byway – Beyond Tourism'*

10:45 – 12:00 Work Session I

*'How Can the Byway Leverage and  
Support Your Efforts?'*

12:00 – 12:45 Lunch

12:45 – 1:00 Overview Work Session I

1:00 – 1:55 Work Session II

*'How Can Your Efforts Leverage and  
Support the Byway?'*

2:00 – 2:15 Overview Work Session II

2:15 – 2:45 Wrap-up: Mayor William Graham,  
City of Scottsburg

*'It's Our Home.....  
It's up to Us!'*

## WCBA celebrates

Board President Candy Yurcak presents an appreciation award to Bob Williams of the Indiana Department of Transportation during the WCBA annual meeting. The group celebrated its progress and plans for the future. For Candy's review and more photos, see Page 2.





The crowd at WCBA's annual meeting listens while Candy Yurcak reviews 2008's accomplishments and talks about the future. At right, Phil Anderson speaks about the importance of what is being done here.

## 2008 Was a Good Year in the Whitewater Valley

### By Candy Yurcak

Winter in the Whitewater Valley is beautiful, when the hills turn white and the river sparkles, a moonlit drive takes on a whole new meaning. Sledding, downhill skiing, or cross country skiing on one of the many trails in the region are just a few of the activities that winter in the valley offer.

What fun it is to follow the tracks of our animal neighbors to see how they spend their lives in the winter.

It's also a time for snuggling down in a warm blanket, beside a crackling fire and reflecting on the past year and planning the year ahead (or reading a good book).

This past winter the Whitewater Canal Byway Association did just that.

The huge stone fireplace at the Hearthstone Restaurant in Metamora served as the backdrop as we reflected and celebrated the accomplishments of 2008 at the WCBA Annual Dinner in January. Just to name a few: The Logo contest. The design of our new byway sign (it's beautiful ... designed by graphic artist Paul Baudendistel). The WCBA retreat in April. The official designation of the Whitewater Canal Scenic Byway in June. The membership drive. Selling signs. The third annual Whitewater Walk in September and the Ribbon Cutting Ceremony for our new byway on Sept. 24. The award of TE funds in the amount of \$689,600 in November towards the purchase of 33 acres in Metamora for the Whitewater Valley Regional Interpretive Park, the future gateway to the region,

2008 was a good year in the Valley.

We read this winter ... lots of good books with titles like the Right of Way Procedure Manual for Local Public Agencies, the Indiana Categorical Exclusion Manual, the INDOT Procedures for Section 106 Findings and 800.11 Documentation Manual ... very exciting reading (!) but all necessary for learning the steps needed to prepare for receiving the funds awarded by INDOT.

And we planned for 2009. The placement of signs along the byway route. The Whitewater Regional Conference "The Power of Collaboration" on April 17 (for more information on this exciting event watch for emails or go to our website [www.whitewatercanalscenicbyway.org](http://www.whitewatercanalscenicbyway.org)). Strengthening the structure of the Association. New committees. The fourth annual Whitewater Walk. Developing the Whitewater Valley Regional Interpretive Park. Improving the regional web site. Forming new partnerships. I think 2009 may surpass 2008!

As you can see we will be busy in 2009 and will need help. If you would like to be a part of this exciting time in the Whitewater Valley, we would love to have you. You can contact us through our website or contact any board member.

What a joy and an honor it is for me to live in this wonderful valley and be a part of making it an even better place to live, even in the winter.

*Candy Yurcak is president of the Whitewater Canal Byway Association.*

# Dream Large

## REASONS FOR OPTIMISM IN THE WHITEWATER VALLEY

By Gary Schlueter

**C**oming back to Franklin County along US 52 in the days before Christmas was special to me because, just like the song, I'd be home for Christmas.

Home is Metamora. I'd been away three years doing newspaper work in Michigan, North Carolina and most recently Virginia.

It's important to emphasize, I came here directly from the place where the Alleghenies overlap with the Blue Ridge, beautiful country. I also drove through the mountains of West Virginia and through some of the hilly country of southern Ohio on Appalachian Highway - Ohio 32.

This stretch of US 52 where it runs through the Whitewater Valley is the most consistently interesting of all those places. It never really reaches any of those overly commercial corners designed first for the automobile then the occupants. It's never too poor or too rural. But then I'm prejudiced. This is my corner of the Whitewater Valley. Along the river on the highway between Metamora and Brookville is my stomping grounds, or in my case rolling country.

One of the first things I noticed was the absence of something that was present especially among the Virginia real estate market, the feeling of despair. Judging the part of US 52 I traveled from I-74 by Harrison to Metamora, I saw progress. It looked better in some ways than when I left in 2005.

Brookville was celebrating its 200th



anniversary, its 200th Christmas.

To me the town looked proud and honestly healthy.

There are reasons for optimism in Metamora, which seemed to have less of a gleam than Brookville, at least after the Christmas Walk lights were put away for the year. The Metamora business community has new faces who are investing their money, time and effort to help make the town a success.

At the same time there are important buildings in Metamora which are in need of immediate repair, but because they are privately owned, what can you do?

"Dream large," says a character in the film 'Local Hero'. "Dream large."

That's what you have done in conceiving the Whitewater Canal Scenic Byway and securing the purchase of the interpretive park, presently dba the

MacLynn Campground.

I was floored when I was emailed IDOT's press release in November announcing the grant. My response from Virginia was something like, "Well, I'd better come back. Things are going to get interesting."

I was involved in this thing from the first meeting held by the Commissioners' Council on Historic Metamora at the Metamora firehouse in 2004. I still have documentation of the results of the initial election.

The leaders of the group at the time - Candy Yurcak, Ron Albrecht, Jo Ball, Price Cox, Jean Owens, Sherry Riggs and Marc Stringer - were the first to get the ball rolling. They chose to go after the MacLynn property and make a going concern of the empty museum, convention center and campground.

The best metaphor for the transformation of the Commissioners' Council to the Whitewater Canal Byway Association is metamorphosis. That it happened in Metamora is probably more than poetic justice. Because of the larger regional focus of our group, Metamora is in the process of 'meta'morphing. With the advent of this organization we in Metamora both grow and get smaller. We grow to embrace this larger watershed we are such an essential part of. At the same time we get smaller because we are simply a part of this larger shed.

We see it properly when we see the Whitewater Valley watershed as an economic shed, an historic shed, and a geologic shed with similarities and particularities which both adhere and give

*(Continued on page 8)*

# Along the Whitewater Canal

## BRICKS CAN TELL A STORY: LET'S DOCUMENT THEM

By Paul Baudendistel  
Whitewater Canal Research Group

**T**his adventure began in Cambridge City, Ind., at the ruins of Whitewater Canal Feeder Dam 7. It was August 27<sup>th</sup> of 2007 and I was there with Donald Burden and Doug Arthur. Doug was our canal structure ruins guide for the day, and I was there to photograph and make observations. I am exceptionally good at making observations.

**It was there in the debris of this old structure that I picked up a brick. The brick had nothing to do with original dam construction, but it had a clear brick makers mark. (AF & S) Doug and Don looked at me as if to say yeah, so? This wasn't a brick dam.**

Well, in my head, it is like this. Bricks can tell a story. It is time that we record the brick yards of our valley. We could document local brick makers marks!

In some cases if we knew the years of operation of specific brick yards it might help us to identify the age of a structure. Donald Burden called that Industrial Archaeology, I called it brick collecting. Bob Hansen, our Byway editor, called brick collecting, “a



**Trace ruins of Feeder Dam 7 in the West Fork of the Whitewater River, Cambridge City, Ind. (2007)**

lot to carry around.” He didn't know that I had been recording local brick makers' marks for five years and that I only had five bricks. This is an ongoing project.

Our county histories have recorded with pride the Industrial Revolution and if you notice, nearly all of those factories and industries of that time were built of brick. Locally made brick.

Where did all those bricks come from?

The bricks in the CEC building at Connersville were made by George Fries at his brick yard in Connersville. George was one of the sons of Anthony Fries. Anthony started making hand-made bricks in Brookville in 1878.

Anthony made bricks by hand until about 1890 when he purchased steam powered brick-making machines and set his son John up in business in Brookville and his son George with a similar yard in Connersville.

You see, at that time there was a great demand for bricks. Each of these facilities had a capacity of creating one and a half million bricks per year. And



**Now look at this. This is a photo of the CEC building, the old Furniture Factory on the Whitewater Canal in Connersville. Some remember it as the Roots Blower Works building. Today when I see it I think... That's a lot of bricks! Some local man bid on the contract to make those bricks!**

## WHAT WE DON'T KNOW, WE WILL LEARN TOGETHER

It's a cool Spring evening and we have come to spend the night sitting around the brick kiln, which is made of the bricks we are about to fire. A fire has been going in the kiln all day and we are here to tend the fire all night.

Somewhere in the walls of the kiln there is a hand-made brick with your name on it. You made the brick and you designed your brick makers mark. The evening is

spent in general conversation, but also in answering all of our questions about making bricks. We learn about the history of brick making and we are here for a kiln party, to experience the past and build the future of our park.

What we don't know, we will learn together. First we must learn to make the clay.

- Paul

(Continued from page 4)

when I happened to find an AF & S brick in the river at Cambridge City, I just naturally thought of all these things.

So if you don't have canal structure ruins in your immediate vicinity of the valley to ponder, don't feel left out. I have put out the assignment to take note and photograph local brick makers marks. Research the brick yards in your county, and some day maybe we will be able to take pride in an exhibit of our ongoing collection of local brick makers' marks at our interpretive park museum. I believe in a variety of exhibits which change as we work.

It is a good time to pay a little honor to our local brick yards and to learn to look at some of those old photos of our churches, businesses and factories for a fleeting moment from the perspective of a brickmaker.

**BY THE FALL OF 2008** I began another of my (few pages, never finished) booklets, this one titled "The Art of Brick Making." Perhaps our Interpretive Park could, on occasion, offer a workshop in brick making.

Who knows, we may even find a steam powered brick-making machine. What is important is that we continue to learn about our valley and to experience the fine art of education as a form of recreation.

"What did you do on your vacation this year?," they ask. Imagine the expression on their face when you say "Oh, I went to the Whitewater Valley Interpretive Park and made a few bricks!"

**Below: An AF & S brick made by Anthony Fries and Sons in the Whitewater Valley.**

**Right: A mold for making hand-made bricks.**

**Far right: The "clot" molder.**



## THE POWER OF COLLABORATION

Organized by the Whitewater Canal Byway Association with Collaboration from These Co-Sponsors:  
Whitewater Valley REMC      Franklin County Convention, Recreation & Visitors Commission  
Fayette County Economic Development Group      Franklin County Community Foundation  
State Sen. Bob Jackman (retired)      Fayette County Tourism Bureau

### SPEAKERS FOR THE WHITEWATER REGIONAL CONFERENCE: APRIL 17

Keynote: Michael Snyder, managing principal, The MEK Group



Michael Snyder serves as managing principal for The MEK Group, an Indianapolis-based PR and marketing firm. Snyder's work in business-to-business and commercial defense work have earned MEK numerous awards and honors. More importantly, according to Snyder, MEK's achievements have significantly advanced the market position and profitability of the firm's clients.

His recent experience includes helping plan and lead a ground-breaking Congressional briefing for billion-dollar commercial defense entities in Northeast Indiana, playing a major role in the development of the WestGate @ Crane Technology Park, and statewide brand positioning for TechPoint, Indiana's advocate for technology development.

Snyder organizes and deploys a wide variety of professional tools – planning facilitation, gatekeeper research, message strategy development, and media placements – to achieve lasting advancement for MEK clients. He was a key player in Indiana's success for a recent major Japan-Midwest Summit, which included presentations by Chairman/CEO-level executives from FedEx, Toyota, Honda and the U.S. State Department.

An active member of the national Advisory Council for Discovery Park at Purdue University, Snyder holds an honors MBA from California State University, Los Angeles and is professionally accredited by the Public Relations Society of America (PRSA).

Phillip Anderson, chief strategist, Rethinking Rural



Phillip Anderson is chief strategist of *Rethinking Rural*, a firm dedicated to the future of rural Indiana. With over 23 years of leading not-for profit organizations in agriculture and rural development, Anderson is working with local leaders and organizations to help make Indiana's communities greater places to live, learn, work, and play.

Anderson served as the executive director of the Indiana Rural Development Council until October 2008. The Council is a partnership of local, state and federal governments, businesses and not-for-profit organizations that support Indiana communities.

Throughout his career, Anderson has been deeply involved in land use, rural development, entrepreneurial business and leadership efforts in agriculture. Anderson previously served as the chief staff officer for the Indiana Beef Cattle Association, Indiana Veal Association and the Indiana Corn Growers Association. He served on and led numerous agricultural and leadership organizations. He has been recognized by two different governors for his efforts on behalf of agriculture and received the highest honor given by the Purdue Agricultural Alumni Association.

William H. Graham, Mayor, City of Scottsburg, Ind.



Since 1988, William H. Graham has served as Mayor of the City of Scottsburg, Indiana, and has worked hard to improve the 'quality of life.' Currently in his sixth term, Mayor Graham has accomplished issues from welfare reform to city beautification and many more in between.

At the time when Mayor Graham took office, Scottsburg had one of the highest unemployment rates in the State of Indiana, a dying downtown and struggling economy. Seeking new industry and working with existing businesses, he has been instrumental in attracting nine new industries and numerous commercial businesses. He has sought and received federal and state grants to improve and upgrade utilities, infrastructure, and job training throughout the community.

Due to Graham's aggressive planning for the future, the City of Scottsburg has grown immensely, and continues to expand today.

# WCBA Implements New Standing Committees

Several operating committees have been established or revised by the WCBA Executive Committee, and were announced at the March 18 board meeting. The committees are supposed to outline their plans of work at the April 15 board meeting.

WCBA President Candy Yurcak noted that board members are on all committees but that non-board volunteers are also included. Anyone who wishes to volunteer for a committee may contact Candy or one of the other WCBA Board officers.

Future projects/plans of individual committees must be presented to WCBA Board for final approval.

Here is the list of standing committees.

• History Committee: Chair – Paul Baudendistel. Members – Joe Jarzen, Tom Horninger, Gary Schlueter, Cathy Vandivier, Emmett Vaughan. Responsibilities: Develop Interpretive Panels of an educational nature. Define locations, pull-off areas.

• Marketing Committee: Chair – Cindy Bernzott. Members – Bob Hansen, Chuck Andres, Gary Schlueter, Cathy Vandivier, Gail Ginther. Website Development: Responsibilities: news releases, promotional materials, quarterly newsletter, website development, prepare specific monthly funding requests to be presented to the Finance Committee.

• Finance Committee: Chair—Tom Horninger. Members – Chuck Andres, Blanche Stelle, Candy Yurcak. Responsibilities: Development subcommittee is in charge of fund-raising, memberships, corporate donations; Grants subcommittee is in charge of obtaining grants; General Accounting functions include budget and burn rate/interpretive park.

• Education Committee: Chair – Open. Members – Gail Ginther, Joann Williams, Terry Duffy. Responsibilities: Newspaper/newsletter articles highlighting education

• Additional Committees (Whitewater Walk, Whitewater Regional Conference, Interpretive Park, Signage) remain as previously.

## WCBA NEEDS YOUR SUPPORT

### Membership Information

*“In collaboration with all stakeholders, the members of the Whitewater Canal Byway Association will promote the Whitewater Region and its history as a unique and valuable asset, the development of which will serve to enhance the economic vitality of the region and the quality of life for current and future generations.”*

If you would like to become a member of the Whitewater Canal Byway Association, please fill out the form, below or on the Web site [www.whitewatercanalscenicbyway.org](http://www.whitewatercanalscenicbyway.org), and mail to:

Whitewater Canal Byway Association  
PO Box 75  
Metamora, Indiana 47030

Please enclose a check made payable to the Whitewater Canal Byway Association.

#### Level of Giving for Memberships

- \_\_\_\_\_ \$10.00 Explorer (student)
- \_\_\_\_\_ \$25.00 Pioneer (family or single adult)
- \_\_\_\_\_ \$100.00 Helmsman (contributing level)
- \_\_\_\_\_ \$200.00 Canal Boat Captain (sponsoring level)
- \_\_\_\_\_ \$500.00 Canal Boat Builder (corporate level)
- \_\_\_\_\_ \$1000.00 Settler (lifetime single adult membership)

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Initial \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Email Address \_\_\_\_\_

With our thanks for joining and supporting the efforts of the Whitewater Canal Byway Association, you will receive a magnetic “mini” Whitewater Canal Scenic Byway road sign for your vehicle or refrigerator and quarterly newsletters.

In addition to my membership I am enclosing a donation in the amount of \$ \_\_\_\_\_

Total enclosed \$ \_\_\_\_\_

\_\_\_\_\_ Check here for information on automatic renewals of my annual membership using my credit card

## REASONS FOR OPTIMISM IN THE WHITEWATER VALLEY

(Continued from page 3)

strength to this sharply defined region.

I believe in this metamorphosis. It has created a pattern. Think of it as a vortex which began when a small community of interested people raised their eyes as one. They spotted the best thing for themselves as a group to do. This got the ball rolling. (That that ball had to fight its way out of being more

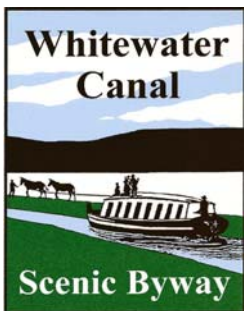
than half submerged in the mud of local inertia is not at question.) People battling this idea around caused it to gain momentum and swirl into a shape all its own.

With this swirling effect this local idea grew and grew until it cast off its apprentice shell and emerged as a regional entity, full of a robust force all its own and itself giving that vortex a spin to

create who knows what down the line.

One thought, like the whip of a butterfly wing, has certainly caused a windy reaction. To me it's good to be in a hardy draft again. It smells fresh.

*Since returning to the Whitewater Valley, Gary Schlueter has volunteered to help on the Whitewater Canal Byway Association marketing and education committees.*



### Whitewater Canal Byway Association

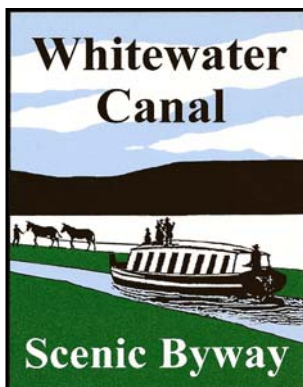
Post Office Box 75  
Metamora IN 47030

Visit our Website:

[www.whitewatercanalscenicbyway.org](http://www.whitewatercanalscenicbyway.org)

If you would prefer to receive your newsletter electronically, please send your e-mail address to [copperron@aol.com](mailto:copperron@aol.com).

This copy of Along the Byway newsletter is for:



Donate to the WCBA to purchase signs like this one that will mark the Whitewater Canal Scenic Byway.

### LEAVE YOUR MARK ON THE BYWAY: DONATE A SIGN

You can help mark the route of the Whitewater Canal Scenic Byway by purchasing a sign.

Each sign costs \$100. They will be put up by the Indiana Department of Transportation and will have a sticker on the back denoting

the donor. Signs also can be donated and "in honor of" or "in memoriam."

To donate a sign, please fill out the form below and return it to the WCBA at P.O. Box 75, Metamora IN 47030.

\_\_\_ Enclosed is \$ \_\_\_ to purchase \_\_\_ Byway signs at \$100 each.

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, ZIP Code \_\_\_\_\_

My sticker should read: \_\_\_\_\_

Please mail form and funds to WCBA, P.O. Box 75, Metamora IN 47030.