

The *Happenings*

November/December 1993

St. Joseph Museum

Pony Express National Memorial

TOUR FOR NATIONAL CONFERENCE

Two St. Joseph Museum and Pony Express National Memorial staff members, Marilyn Taylor and Jackie Lewin, conducted a tour of the Pony Express Trail from St. Joseph, Missouri to Seneca, Kansas for participants in the national conference. Attendees were given a choice of one of six field trips. On Sunday, October 24, the St. Joseph Museum and Pony Express National Memorial hosted those who chose the Pony Express Trail.

Jackie Lewin



Participants in CONNECTION '93 tour the Pony Express trail. Left to right: Bob Hamilton, driver; Nancy DuPont, Executive Director of the Pacific Crest Trail in California; Bill Moorman, Wisconsin Department of Natural Resources in Madison; Pam Schuler, National Park Service, Madison; Bill Menke, National Park Service, Madison, North Country Trail; Jim Shiro, Department of Forest Service, San Francisco; George Cardinet, De Anza Trail, California.

CONNECTION '93, the third annual conference for the National Park Service's long-distance trails, was held in Kansas City, October 23 to 27. The purpose of the conference was to allow those interested in the future of the National Scenic and Historic Trails to learn from each other and to share solutions to common problems. The annual conference also strengthens the cooperative relationships between trail advocates and trail managers, as well as the supportive relationship among trail groups.

Those going on the Pony Express tour arrived at the Pony Express National Memorial early Sunday morning. After a tour of the facility and lunch, the group began their journey. Pony Express-related sites in St. Joseph that were pointed out included Patee House, the statue, the express office and the ferry crossing. After entering Kansas, the group traveled on Doniphan County roads adjacent to the trail. Cottonwood, Cold Spring, Kennekuk, Kickapoo, Log Chain and Seneca station sites were passed and described. The distance covered by the

group was comparable to one man's ride between home stations. In between stations, several riders were highlighted with information about their lives—where they rode, their age when they rode and what happened to them after the Pony Express.

ST. JOSEPH MUSEUM & PONY EXPRESS NATIONAL MEMORIAL STAFF

PROGRAM

Rich Nolf.....Director
 Jackie Lewin.....Curator, PENM
 Marilyn Taylor.....Curator of Ethnology
 Robbie Sipe.....Curator of Exhibits
 Bonnie Watkins.....Curator of Collections
 David Mead.....Curator of Natural History
 Kathy Reno.....Gift Shop/Membership
 Reva Fish-Rocha.....Customer Service Coordinator
 Sarah Elder.....Curator of History

SUPPORT

Gail Rose.....Executive Secretary
 Susan Noland.....Bookkeeper
 Scott Koch.....Exhibits Technician
 Clint Sims.....Graphic Artist
 June Swift.....Secretary
 Carol Willis.....Secretary
 Mary Knab.....Research Assistant
 Chris Fisher.....Maintenance Technician
 Kern Mills.....Receptionist
 Camille Grable.....Receptionist
 David Rich.....Receptionist
 Helen Matthews.....Receptionist
 Ida Caw.....Receptionist
 Richard Hill.....Receptionist
 Susan Wall.....Receptionist

ADJUNCT

Mike Fisher.....Archaeological Research Associate
 Jim Feagins.....Archaeological Research Associate
 Esther Kreek.....Historical Music Coordinator
 Russ Mooney.....Saddle & Tack Consultant

Pony Express National Memorial

Funding Update

1st Street Graphics
 Helen B. Droher
 Jim & Rosalie Ingle

The Happenings is published monthly by
 the St. Joseph Museum, Inc.,
 and Pony Express, Inc.,
 not-for-profit corporations,
 1100 Charles Street
 St. Joseph, Missouri, 64501-2874
 (816) 232-8471.
 ©1993 St. Joseph Museum, Inc.

FROM THE DIRECTOR

In the fall of 1992, Reva Rocha and I attended a workshop hosted by the Chamber of Commerce. Kerry Strahm had persuaded two tourism experts, Dr. Peter E. Tarlow and Dr. Mitchell Muehsam, to share their impressions of St. Joseph and to explain the value of tourism to communities. During their presentation, they emphasized the need to go the extra mile for visitors and the importance of a community working together to meet the needs of visitors.

Reva and I came away from that workshop with the confirmed opinion that St. Joseph simply was not thinking tourism. I knew that with the Pony Express National Memorial becoming a reality, St. Joseph would become a tourist destination site, and we would want everyone visiting St. Joseph to have a positive experience. I feel that many who could greatly benefit from tourism have not gained the skills required to capitalize on that market. Many residents are really not knowledgeable about what St. Joe has to offer tourists. This is understandable since St. Joseph residents don't vacation in St. Joseph!

The more I thought about this, the more I felt that there needed to be some kind of hands-on workshop that would assist the front-line workers when they are dealing with visitors. When I think of front-line workers, I think of those people that visitors first meet when they arrive. People such as motel clerks, gas station attendants, waitresses, retail clerks and museum receptionists. I wanted to make such a workshop a reality, and I talked to Reva Joseph Museum to play a key leadership role, so I talked to Reva and she agreed to take on the responsibility of developing such a program. This program ultimately became *You Are the Difference - A Customer Service and Tourism Workshop*.

Reva contacted individuals from the community to serve on an advisory committee. These individuals included Chris Bryant, Ramada Inn; Bill Grace, Galvin's; Don Paton, Holiday Inn; and Kerry Strahm, Chamber of Commerce. I also asked Kathy Reno and Marilyn Taylor from the St. Joseph Museum to help. When we met and described to the committee what we wanted to do, they were delighted with the concept and endorsed the idea of a training workshop. Since the joint city/county tourism board had just been



Rich Nolf

created, they were informed of what we were planning. They were very responsive and commended us on our commitment. It was also pointed out that if the tourism tax passed and a Convention and Visitors Bureau (CVB) developed, it would be the logical organization to take over the management of the program.

The first workshop was a half-day event in January 1993. The enthusiasm of the participants indicated that there was a real interest and need. However, some changes needed to be made. Reva enlisted the assistance of Carol Roever of Missouri Western State College. They expanded the workshop to a full day to include more customer service training and more time for the tour of local sites with stops at several museums. Carol has been particularly helpful in the presentations.

Others have also assisted with the presentations. They include Teresa Fankhauser, Ice House Theatre; Frank Flesher, National Military Heritage Museum; Allison Cooper, Galvin's; Michelle Nold, McDonald's; and, Marcy Poe, Robidoux Row Museum.

Clint Sims



Customer Service workshops have been hosted by the Ice House Theatre, hotels and museums. This one was at the Pony Express National Memorial.

The morning session of the workshop focuses on the importance of customer service to the success of the business the participants work for and ultimately our community. The workshop takes a personal approach in looking at customer needs and then deals with barriers front-line workers face in delivering quality customer service. A major part of the workshop is the "Solutions" component which helps the participants share ways to deal with the barriers they face.

"St. Joe Jeopardy," a local version of the television show, and a 2 1/2 hour tour of the city help the participants learn more about our historical city and other information that is helpful for them in their job. Mayor Glenda Kelly and Chamber President Bill Bassitt have been very supportive of the workshop. Mayor Kelly, Mr. Bassitt, and other City Council representatives and business leaders have been involved as presenters.

The purpose of **You Are The Difference – A Customer Service and Tourism Workshop** is to help front-line workers understand the important role they play in the success of their business and our community. The workshop is designed to give them tools to enhance the job they do. To date, 13 workshops have been completed with nearly 200 individuals participating. Thirty-five organizations have been represented.

I have watched with considerable pride the development of this program and the way in which it has been received. I have observed the positive responses Reva has received from participants and the community at large. The project has met a tremendous need in St. Joseph and has proven to be a valuable networking tool. It has been a costly project for the St. Joseph Museum. However, I feel this is money well spent.

The Convention and Visitors Bureau is now a reality and is very interested in seeing the workshop continue. The CVB has provided partial funds for 1993 and, in January of 1994, will take over the management of the program.

The involvement of the community has been wonderful, but we know that we have just scratched the surface. For St. Joseph to really market itself, its citizens must have a sense of its history and worth which they can freely share with visitors. We look forward to working with the CVB to ensure the continued success of the project!

Rich Noel

THE UNROBBED TRUTH



Joe Houts, author of this article, is a volunteer interpreter at the Pony Express National Memorial.

to the story. Since tellers rarely had more than a hundred dollars in their cash drawers, assistance would be required from other tellers c a u s i n g somewhat of

a commotion, thus allowing Jesse the opportunity to eye the premises without detection. It seems there is even a science to the art of bank robbery. Well, Jesse received the change and departed from the bank. We all know the story from thereon. Shortly after this bank visit, Jesse was gunned down by a fellow gang member.

Several conclusions can be surmised as the result of what happened on April 3, 1882. First, Jesse James became the most infamous former resident of St. Joseph. Second, the bank escaped robbery. Third, and probably the most important, it was the end of an era—the end for Jesse and a few others like him who had continued the struggle of the Southern cause of independence as their personal crusade long after it was officially over and the end to the initial growing pains of a new country.

Although, this story could be categorized as merely historical trivia, it does provide the substance upon which legends have been founded. Some individuals will acknowledge this story as legend or will swear by the truth of the tale, while others will judge it as hearsay or something in between. We all have opinions and fortunately we reside in a country where we are free to express them. I suppose maybe I should offer my opinion as to the truth of the matter. Stated simply, I reckon the Civil War was finally over. Understand though, it has also always been my opinion, an end is a beginning.

There were those individuals who understood the climax as Appomattox, and many fanfared its finality. But others knew it was just a beginning. These words held especially true in the middle west. For at this crossroads on the frontier of the mid 19th century, the seeds of dissent had been planted prior to the enactment of the Kansas-Nebraska Act of 1854. This legislation left the issue of slavery to the individual state upon admission to the Union. The outcrop of this act was the emergence of such terminology as Bloody Kansas, Border War, Bushwacker, Jayhawker, John Brown, Harpers Ferry, Abraham Lincoln, Jefferson Davis, Fort Sumter, William Clarke Quantrill and even Jesse James. The stage had been set many years before, but in reality the last act of this production would not be played out until April 3, 1882. On that day Jesse James partook of the last fruits, and with that event, the final few remaining said it was indeed an end.

Legends of the past have colored many a yarn. Today we call it hearsay and depending on which exception applies, we either acknowledge or discount its veracity. Sometimes, if the legend is old enough, we tend to call it the truth. Recently, I heard tell of a particular legend (yarn, hearsay or the truth, depending on perspective) concerning Jesse James and his final days. During the holiday season last year, I attended a reception in the Missouri Valley Bank building hosted by the St. Joseph Development Corporation. As a part of the festivities, a tour was conducted by various personnel explaining the history and significance of the building which was erected in 1859. Of particular interest was the story about a visit to the bank by Jesse James, purportedly a week before his demise.

According to legend, Jesse would usually case a bank a week prior to a holdup. In order to divert attention from himself and his designs, a one hundred dollar bill would be presented in exchange for smaller bills. Understand, a one hundred dollar bill was somewhat of an oddity in 1882, not too many folks carried these bills except the "well to do," bankers and robbers (ironic similarities). Even today (as I have explained to my spouse) a hundred dollars is a lot of money. However, back

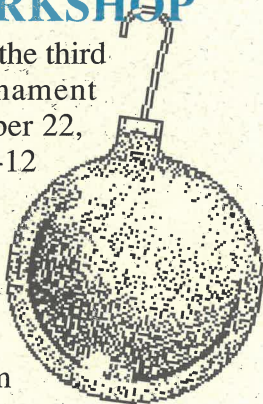
THIRD ANNUAL CHRISTMAS ORNAMENT WORKSHOP

The St. Joseph Museum is hosting the third annual Victorian Christmas Ornament workshop on Wednesday, December 22, from 1-3:30 p.m. Children ages 8-12 and in grades 3-6 are invited.

Each child will make four ornaments, three of which they will take home. The fourth ornament will be hung on the museum Christmas tree. The children will not only make ornaments, but will also play games children of the Victorian era would have played and learn about the general history of the period.

At 3:00 p.m. a reception will be held for parents and grandparents to see what the children have made. Everyone will also be invited to stroll through the St. Joseph Museum.

Registration is limited to 24 children, so please register your special ornament maker early. The cost is \$8 for museum members and \$10 for non-members. Friday, December 17, is registration deadline.



RECENT DONATIONS TO THE COLLECTIONS:

ST. JOSEPH MUSEUM

Fort Langley National Historic Site — a video entitled *Fort Langley Connections*, December 9, 1992. Fort Langley is in Canada.

Stanley Novak — a horse anchor. Horses were tied to one of these to keep them in place.

Sue Horvath — *St. Joseph's Presbyterians*, a history of the denomination in St. Joseph. Sue Horvath is the author of the book.

Trails West Committee — Brochure, festival guide and posters all from the Trails West! The Sesquicentennial Celebration of St. Joseph, August 20-22, 1993.

Nancy Hampton — Invitation to a reception to commemorate the opening of Joe Beeler's American West Exhibit held at the Albrecht-Kemper Museum of Art August 20-September 12, 1993. Also a flyer regarding the American West Exhibit.

Esther Kreek — Thank you note from the White House. Mrs. Kreek sent a tape of "They Passed This Way" to Chelsea Clinton, daughter of President Bill Clinton, and received the note from the White House Gift Office.

PONY EXPRESS NATIONAL MEMORIAL

Learfield Communications, Inc. — a cassette. "Pony Express Memorial" — a radio spot aired by donor to promote the grand opening of the Pony Express National Memorial, April 3-4, 1993.

Phyllis Bartruff-Preator — a document containing a list of riders that rode in a Pony Express Re-ride in South Pass City, Wyoming, July 21, 1993.

New Look For Library

Clint Sims



Chris Fisher prepares the library ceiling for painting. A combination of colors will be used to emphasize the architectural features of the room.

enjoyed by the little ones in the family. An information card with the history of rag dolls is included.

Embossed with the Pony Express cancellation stamp on the front, leather Pony Express folders are a great way to get organized. They are made right here in St. Joseph and are big enough to hold your legal pad and pencil.

Be sure to check out the St. Joseph Museum shop for unusual pieces such as authentic Native American pottery, baskets, sterling silver jewelry and Hopi kachina dolls. We have also just received a large selection of Eugene Field's poems done in calligraphy by local artist Cindy Weaver. Some of Field's most famous poems including "Lovers Lane St. Joe," are beautifully illustrated, matted and ready for framing.

Whether it's a sterling silver Pony Express charm or a book on the history of St. Joseph and the Pony Express, you are sure to find something intriguing when you visit our museums this season.

As you prepare for the coming season, be sure to plan a visit to "Expressly for You," the Pony Express National Memorial shop. This year the shop will have a Christmas tree of its own decorated with western ornaments that can be purchased right off the tree and used to create a new look for your own tree. The ornaments include: resin bison and horses, wire brands, porcelain horses, cowboy hats, saddles, golden lariats, covered wagons, cowboy picture frames and horse and trailer ornaments.

The shop also carries two styles in the Pony Express Stetson line of hats; original commemorative Pony Express stamps; and a wide variety of Pony Express statues. Both the 1940 and the 1960 commemorative stamp collections come matted in full sheets, matched plate blocks of stamps, or matted and framed individually. Pony Express statues are available in bronze, pewter, alabaster and hydrostone.

New to the shop this fall are notecards and prints of the Pony Express statue located in St. Joseph's Civic Center Park. The artwork

is a detailed pen and ink by artist John Bolton Stockley as part of his Americana Collection. The prints can also be purchased already matted and framed in a rich hunter green. These are particularly eye-catching pieces of work that we are glad to be able to make available to our visitors. Also new to the shop is the wagon train doll. While on the trail, the children who made the trip had very little to amuse them. Emigrants used strips of material to make dolls and the term rag doll has been with us ever since. These dolls are colorful and handmade and will be



PONY EXPRESS RIDER
ST. JOSEPH, MISSOURI

STAFF COMPLETES TRAINING

Seventeen staff members of the St. Joseph Museum and Pony Express National Memorial recently participated in a "Quality Service Training" session. Organizations that are interested in continued growth are looking at the need to give "exceptional customer service." The St. Joseph Museum and the Pony Express National Memorial are addressing these critical issues.

There were several key components of the training including the importance of working together as a team; how our attitude and response to situations can set us apart as leaders; understanding what quality customer service is and what the "customer needs and wants;" and no matter what job you have, you play a vital role in the success of this organization.

Let us know how we are doing in serving you!

Did You Know

The Pony Express National Memorial will celebrate "Pony Express Christmas" on Saturday, December 11, from 9:00 A.M. to 5:00 P.M. Special events and activities will occur during the day. A separate mailing containing all the details has been sent to you. Plan to attend for a fun-filled experience.

NEED A TAX DEDUCTION?

The State of Missouri recognized the importance of the Pony Express Museum Restoration and Expansion Project by offering Neighborhood Assistance Program (NAP) tax credits to contributors. Your year-end donation may qualify for a state tax credit that amounts to 50% of the donation.

Any person, firm or corporation in business in the State of Missouri is eligible to receive a NAP tax credit of up to 50% of the amount donated to the museum project. This includes financial institutions, insurance companies, express companies, partnerships, small business corporations (S-corps), and individuals who own and operate their own business, own and operate a farm, or receive income from rental property or royalties.

Pony Express, Inc., was awarded \$375,000 in NAP credits for a three-year period which ends December 31, 1993. To take advantage of the tax-credit benefit, you must make your contribution prior to year-end 1993. However, the period in which you may claim your credit begins with the date of the donation and extends for five years. (i.e., contributions made to the Pony Express National Memorial in December 1993 may be claimed as late as December 1998.) For more information call Gail at the St. Joseph Museum 232-8471.

MUSEUM MEMBERSHIP FORM

☐ New member ☐ Renewal ☐ Gift

Your Name (s) _____

Address _____

City _____ State _____ Zip _____

Daytime Phone (____) _____

Gift membership for: (please fill in your name above)

Name (s) _____

Address _____

City _____ State _____ Zip _____

Daytime Phone (____) _____

Membership level:

— \$1000.00	Patron	— \$100.00	Donor
— 500.00	Fellow	— 50.00	Subscribing
— 250.00	Sponsor	— 25.00	Sustaining

Enclosed is a check for:
\$ _____

Please make your check payable to the St. Joseph Museum or Pony Express National Memorial and mail to:

ST. JOSEPH
MUSEUM
1100 Charles Street
St. Joseph, Missouri
64501-2874

All contributions are equally divided between the St. Joseph Museum and Pony Express National Memorial unless otherwise specified.

CALENDAR OF EVENTS

December 8 - YOU ARE THE DIFFERENCE - A CUSTOMER SERVICE AND TOURISM WORKSHOP will be held at the Pony Express National Memorial. The workshop is open to anyone interested in learning about customer service, tourism and St. Joseph. Please call the St. Joseph Museum, 232-8471, to register.

December 11 - Pony Express Christmas Lots of fun activities are planned for everyone!

December 22 - The third annual Victorian Christmas Ornament Workshop will be held at the St. Joseph Museum. See related article on page 5 for details.

December 27 - The St. Joseph Archaeological Society will meet at 7:30 p.m. Jerry Lyons will update the group on his latest excavations. The meeting will be held at the Pony Express National Memorial.

December 24, 25, 31 and Jan 1 - St. Joseph Museum and Pony Express National Memorial closed.

For more museum information call 232-8471
Printed on Recycled Paper

St. Joseph Museum
1100 Charles Street
St. Joseph, Missouri 64501-2874
Monday through Saturday 9-5 p.m.
Sundays 1-5 p.m.

NON-PROFIT ORG.
U.S. POSTAGE
PAID
ST. JOSEPH, MO
PERMIT NO. 40

Pony Express National Memorial
914 Penn Street, P.O. Box 244
St. Joseph, Missouri 64502-0244
Monday through Saturday 9-5 p.m.
Sundays 1-5 p.m.

ADDRESS CORRECTION REQUESTED