



# News wire

## APPL NEWS

*Supporting Education  
and  
Stewardship*

*2401 Blueridge Avenue  
Suite 303  
Wheaton, MD 20902*

*Phone: 301 946 9475*

*Fax 301 946 9478*

*E-mail: [appl@appl.org](mailto:appl@appl.org)*

*Web site: [www.appl.org](http://www.appl.org)*

**News wire is a monthly publication of APPL designed to provide news and information on issues important to the public lands community.**

Deadline for submissions is the third Thursday of each month. Items may be submitted for review and publication to [appl@appl.org](mailto:appl@appl.org).

Thank you for subscribing to *News wire*. E-mail us at [appl@appl.org](mailto:appl@appl.org) with any comments or suggestions for updates or improvements to this publication.

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**Support APPL through the Combined Federal Campaign.** Use identification #12051 on your CFC designation form.

**Fourteen *Voices of the Future* joined the APPL Convention in Baltimore to share their perspectives and identify what organizations like APPL need to do to address the needs and concerns of today's young leaders.** All were new to APPL, but gave their time to learn more about APPL's structure, outreach, challenges and opportunities. They then crafted a set of recommendations for what APPL could do to provide support to students and young professionals of diverse backgrounds interested in conservation, the environment, and public lands. The Summit participants exchanged ideas over lunch with participants in the *Managing Volunteer Programs* pre-convention session and in the afternoon with APPL's board of directors.

During the Convention opening keynote session, the *Voices of the Future* representatives shared the stage with keynoter Iantha Gantt-Wright and presented their recommendations, which are currently being considered by APPL's board. The recommendations provide opportunities for implementation by APPL at both the national level and within its member organizations. The recommendations include:

- Use this year's Summit as the foundation for a Next Generation Council under APPL, involving youth in the planning process so their voices can be heard.
- Support a similar Emerging Leaders Symposium during APPL's next annual convention and provide a Career Fair for youth.
- Involve interns in marketing, Web and media outreach, and support to the Next Generation Council.
- Incorporate a plan for youth engagement as part of APPL's strategic plan.
- Encourage all member organizations from APPL to meet regionally to network outside of the annual convention for the creation of regional Youth Ambassadors programs.
- Develop mentorship opportunities, service and scholarship opportunities, intergenerational partnerships, and links between environmental issues and nonprofit or public lands careers.
- Partner with organizations beyond APPL's current members (such as Boys and Girls Clubs) and expose local youth to environmental/conservation opportunities and trainings through APPL's member organizations.

To view the complete action plan developed by these emerging leaders, visit APPL's Web site at [www.appl.org](http://www.appl.org).

**APPL's board of directors and committee chairs provided an update during the 2009 Stakeholders Meeting on the work of the association.** The reports included the financial status of the organization based upon annual audit figures, the educational and member services implications of the 2009 APPL member survey, development of a new Nonprofit Ally category of APPL membership, and actions of the government relations and governance committees.

Progress on plans for an APPL online auction was discussed and materials distributed to participants outlining the type of auction experiences and gift items that can be submitted by APPL member organizations. Proceeds of the auction will be shared with contributing member organizations. APPL is working with a credible online auction company that is one of the leaders in charity auctions. Additional information will be

coming soon to all APPL member organizations, with a timeline for auction package submissions by early summer to enable a live launch of the auction this fall.

APPL president Lisa Madsen concluded the meeting by encouraging all APPL member organizations to consider next year's APPL convention theme of *Engagement: A Call to Action* and what changes and impact we can make in the coming year that can be shared in San Diego. Minutes from the APPL Stakeholders Meeting may be viewed in the Member's Area of APPL's Web site.

**The winners of the 2009 APPL Media & Partnership Awards have been posted at [www.appl.org](http://www.appl.org).** We congratulate all the winners and honorable mentions chosen from among the 98 entries received from twenty-six nonprofit public lands partners from across the country.

Special congratulations go to **Golden Gate National Parks Conservancy**, the recipient of this year's APPL Excellence Award, for their multi-media project, *A Lover's Line thru the Presidio*. This on site A/V presentation allowed visitors to access interpretive information via cell phone that augmented a free guide book and wayside panels and transported visitors back in time to help them discover the history and mystery of the Presidio.

### Training Corps News

Learn how the APPL Training Corps can assist your organization at [www.appl.org/Training\\_Conventions/training\\_corps.htm](http://www.appl.org/Training_Conventions/training_corps.htm).

**Enewsletters are a great communication tool for reaching a variety of audiences at an affordable price.** However, because e-mail marketing is growing and is so popular it is a challenge to get recipients to open your newsletters. Here are 10 tips to help you create effective newsletters and engage loyal readers:

1. Be Familiar – Incorporate elements of your own brand (name, colors, marks, taglines) so that recipients recognize who is sending the e-mail. Use the same layout and design for each issue.
2. Be Timely – Choose the appropriate frequency for the content in your newsletter and be consistent. Create an editorial calendar which plans content appropriate to the time of year.
3. Be Clear/Transparent – Subject lines should advise recipients who is sending the e-mail and why the email is being sent. Trusted e-mail sources are opened.
4. Be Newsworthy – Content should inform and educate the reader as well as relate why it's relevant to them or how they are involved.

5. Be Scannable – People scan information online before they read it. Break up the text into scannable chunks. Use headers and lead paragraphs to begin your stories and then link to a page with the rest of the story on your Web site.
6. Be Entertaining - Use compelling headers to lead into the stories you want to tell.
7. Be Generous – Offer something of value in each issue – tips, downloads, discounts, recipes, etc... Beyond your own means there are industry resources which can help you provide some of these values. A good example is APPL's travel site – let your newsletter readers know they can do more with their travel as well as save money by using [www.ytbtravel.com/appl](http://www.ytbtravel.com/appl). That's an insider tip that can go a long way.
8. Be Specific – In addition to providing information and education include action items for your readers. Include links that help them share the news, donate, join, shop, etc...
9. Be Technical – Behind the scene in the administration area of your newsletter use keywords to improve your search engine optimization. Links to your Web site pages and others can also help with search engine optimization. Also view your e-mail in different browsers to ensure your recipients are able to see what you want them to see.
10. Be Grateful – Thank your loyal readers from time to time and be responsive to those who take action and/or contact you. The holidays are always a good time to feature content to show your gratitude for those who take interest in your mission.

These tips on how to build your newsletter reputation were provided by APPL Training Corps member Kimberlee Riley, Director of Programs/COO at Jefferson National Parks Association. For more information you may reach her at [riley@jnpa.com](mailto:riley@jnpa.com).

**Will you be inviting your store customers to become members of your organization this summer?** Here are some best practices for your in-store member acquisition program. The four components to a solid program are: 1) collateral (brochures, signage, and displays), 2) a special on-site promotion (if you join today, you'll get this water bottle/book/three extra months of membership - but only if you join while you're here in the park!), 3) store staff training, and 4) staff recognition and incentives. Your training curriculum should include: a discussion about the positive force of philanthropy in the USA; how the staff fits in—that is, they are not begging...they are presenting customers with the opportunity to save on their purchase while making a difference at your public land site; what membership will do for the new member; what membership will do for the park and your organization;

your organization's membership program goals; the benefits of membership; instructions for signing up new members; staff incentives - anything from cash bonuses to a pizza party if you hit your goal; and a practice session where the staff sells each other memberships.

Often the most uncomfortable part for store staff is "making the ask," so get them to practice on each other and perfect their offer in a comfortable environment. An hour spent training your incoming staff, periodic visits by your membership staff to the stores to answer staff questions, restock membership supplies, and show you are interested in their progress, some timely e-mail status reports on the organization's progress, and hand-written thank-you notes or a quick phone call to your star front-line performers can make all the difference in growing your park's constituency and diversifying your revenue stream! Do you have questions, or do you have your own best practices to share? Please contact Laurel Rematore, MVMA Executive Director and APPL Training Corps member, at 970-529-4642 or [laurel\\_rematore@partner.nps.gov](mailto:laurel_rematore@partner.nps.gov).

#### **APPL Travel Program**

*Book your travel with us and help support the work of APPL. 60% of the travel commissions you generate will be given to APPL. Visit [www.appl.org](http://www.appl.org) for details.*

**APPL's travel Web site, operated by YTB International Inc., is provided as a service to our members and partners who are or might be planning travel to APPL events or for other business and personal reasons.** We have found the travel discounts and opportunities offered by YTB are similar to those offered by other discount travel Web sites. We have become aware of recent negative publicity regarding YTB International, Inc. and references to the organization functioning as a "pyramid scheme." As a nonprofit organization APPL does not pay a monthly fee nor are we in the business of recruiting or referring other organizations or people to become affiliates of YTB. APPL receives 60% of the commissions generated from travel booked on our travel website, which is about \$3 for a domestic airline ticket and \$9 for an international airline ticket. These commissions are used by APPL for general operating expenses to help support the mission and programs of APPL. For more information you can log onto YTB International's Web site at [www.thefactsaboutytb.com](http://www.thefactsaboutytb.com).

**Retail sales at bookstores this past December are estimated at \$2,051 million, a drop of 4.7 percent compared to the \$2,152 million in bookstore sales for December 2007, according to statistics recently released by the Bureau of the Census.** For the year, bookstore retail sales were \$16.9 billion, down an estimated 0.5 percent compared to 2007.

Visit <http://news.bookweb.org/6604.html> for a breakdown of the sales figures for 2007 and 2008.

**The Handmade Toy Alliance has issued a press release that clarifies the myths versus facts about the new toy safety legislation.** It can be found at [www.prlog.org/10182756-the-handmade-toy-alliance-clarifies-the-myths-vs-facts-of-the-cpsia.html](http://www.prlog.org/10182756-the-handmade-toy-alliance-clarifies-the-myths-vs-facts-of-the-cpsia.html)

In addition, the Consumer Product Safety Commission has issued a draft of some clarifications on what constitutes a "children's toy or child care article". Download this PDF at [www.cpsc.gov/about/cpsia/draftphthalatesguidance.pdf](http://www.cpsc.gov/about/cpsia/draftphthalatesguidance.pdf)

**The U.S. Postal Service has called for postage increases on nonprofit and other types of mail to take effect on May 11.** Details on the new rates may be found at [www.usps.com/communications/newsroom/2009/pr09\\_018.pdf](http://www.usps.com/communications/newsroom/2009/pr09_018.pdf).

**April is a big month for public lands and volunteers.** It features Earth Day on April 22, National Park Week from April 18-26, and National Volunteer Week from April 19-25. Celebrate it all by volunteering at one or more parks and public lands. For more information visit the following Web sites: [www2.earthday.net/](http://www2.earthday.net/), [www.nps.gov/npweek/](http://www.nps.gov/npweek/), and [www.pointsoflight.org/programs/seasons/nvw/](http://www.pointsoflight.org/programs/seasons/nvw/).

**The National Park Foundation (NPF) has launched the 2009 Junior Ranger Essay Contest.** This year, NPF is asking students: *Why are our national parks important to you and what is your best idea to protect our parks for the future?*

The First Prize winner will receive a \$1,000 Visa gift card and the opportunity to direct a \$5,000 contribution from the National Park Foundation to his or her favorite national park. This contribution will be used to help put into action big ideas like those included in the winning essay.

Kids aged 9 to 12, with the help of a parent or guardian; have through May 1 to submit an essay of no more than 500 words. Entries may be submitted online at [www.nationalparks.org/essaycontest](http://www.nationalparks.org/essaycontest) or by mail at:

National Park Foundation  
ATTN: 2009 National Park Foundation Junior Ranger  
Essay Contest  
1201 Eye Street N.W.  
Suite 550-B  
Washington, D.C. 20005

The 2009 National Park Foundation Junior Ranger  
Essay Contest is sponsored by Unilever, Proud Partner of  
America's National Parks, as part of the its ongoing  
commitment to the National Park Junior Ranger program.

## AGENCY NEWS

### **Thomas Strickland has been nominated for Interior Assistant Secretary for Fish and Wildlife and Parks.**

The Assistant Secretary for Fish and Wildlife and Parks oversees and coordinates policy decisions for the National Park Service and the U.S. Fish and Wildlife Service. Strickland would serve concurrently as Chief of Staff for Interior and, if nominated and confirmed, as Assistant Secretary for Fish and Wildlife and Parks.

### **Will Shafroth, a land conservationist executive and founding director of the Colorado Conservation Trust and Great Outdoors Colorado Trust Fund, has been named as Deputy Assistant Secretary for Fish, Wildlife and Parks.**

Shafroth was a founder and executive director of the nonprofit Colorado Conservation Trust from 2000 to 2008, where his efforts helped preserve 30,000 acres of wildlife habitat and open space. Previously he served as the first executive director of the Great Outdoors Colorado Trust Fund; as assistant secretary for Land and Coastal Resources in the California Resources Agency; and as western regional director of the American Farmland Trust. Shafroth has also been a member of the National Fish and Wildlife Foundation advisory board, the Land Trust Alliance Board of Directors, and the Resources Legacy Fund.

**President Obama intends to nominate Michael L. Connor as Commissioner of the U.S. Bureau of Reclamation.** Connor has more than 15 years of experience in the public sector, including having served as Counsel to the U.S. Senate and Natural Resources Committee since May 2001.

**Hilary Tompkins has been nominated as the Interior Department's solicitor.** The solicitor is the general counsel for the Department and represents the Department in administrative and judicial litigation and in meetings, negotiations and other contracts with Congress, federal agencies, states, tribes and the public.

**Rhea S. Suh is the Administrations pick for Assistant Secretary for Policy, Management and Budget at the Department of the Interior.** Suh is currently a program officer at the David and Lucile Packard Foundation, where she manages a \$200 million, planned six-year initiative designed to build ecological integrity and resilience in key lands and watersheds in western North America.

## National Park Service

**The National Park Service has announced the following personnel changes:**

- Patricia "Trish" Kicklighter has been selected as the new superintendent of Assateague Island National Seashore. Kicklighter succeeds Scott Bentley, who became superintendent at San Antonio Missions NHP.
- Jeanette Pomrenke has been named superintendent of Bering Land Bridge National Preserve. Pomrenke brings an extensive background in administration and management to the position, which is based in Nome.
- Stephen "Steve" Black has been named the superintendent of Big Hole National Battlefield. Black also will serve as the unit manager for the Montana Unit of Nez Perce National Historical Park. Black replaces Tami DeGrosky, who transferred to Mount Rainier National Park in Washington as its chief of maintenance.
- Patti Reilly has been named the new superintendent for Governors Island National Monument. Reilly succeeds Linda Neal, who has accepted a job in Washington, D.C., as the new program coordinator for the Service's partnership construction process.

**In 2008 there were approximately 275 million visits to National park Service units, about the same as 2007.**

View the report at

[www.nature.nps.gov/stats/viewReport.cfm](http://www.nature.nps.gov/stats/viewReport.cfm).

**On March 6, filmmakers Ken Burns and Dayton Duncan became Honorary National Park Rangers for their significant contributions to the National Park Service.** This award recognizes their skills as "master interpreters," for creating a documentary film on the national parks and the origin of the National Park Service that provides opportunities for Americans to reflect on the significance and value of their national parks.

In addition to the public outreach benefits of the film broadcast, the NPS has arranged to receive a 45-minute companion film later this year called *The National Parks: This is America*, for which the NPS has limited rights to use for non-commercial purposes. For future research and scholarship on the National Park Service, they will receive unedited tapes and transcripts of the interviews with the historians, writers, and scholars who were consulted for

the series and a database of the photographic archive used for the series-many of which are historic NPS photos.

The National Park Foundation, an underwriter of the film, has also worked with the Walter and Evelyn Haas, Jr. Fund to make grants available to parks to help reach out to underserved audiences in the America's Best Idea Grants program. NPS employees, guided by federal law and policy, are collaborating throughout the country with their communities and local television affiliates to tell the rich stories of individual NPS areas.

If you have questions about the film series or any related issues, please contact the NPS coordinator for the film, Joanne Blacoe 215-597-0136, or [joanne.blacoe@nps.gov](mailto:joanne.blacoe@nps.gov).

**The National Park Service is crafting a Superintendents Toolkit designed to provide guidance and real world "tools" to help superintendents better manage their partnership with nonprofits operating under a cooperating association agreement.** The toolkit is not meant to replace Reference Manual 32, but is to be designed as an additional reference to be used at the superintendent level. Rose Fennell, NPS Servicewide Cooperating Association Coordinator, is seeking to put together a team of NPS and nonprofit employees who are interested in developing the Toolkit. A draft starting document is available online at [www.nps.gov/interp/coop\\_assn/index.htm](http://www.nps.gov/interp/coop_assn/index.htm). Please contact Rose at [rose.fennell@nps.gov](mailto:rose.fennell@nps.gov) if you are interested in being part of the workgroup to further develop the Toolkit.

#### U.S. Army Corps of Engineers

**The Corps of Engineers had a very successful partnership workshop at the recent APPL conference in Baltimore.** This is the ninth year the Corps has partnered with APPL in presenting this workshop. Over 45 people attended representing areas of the Corps throughout the United States.

The majority of the workshop was focused on what partnerships are occurring at Corps parks and how they can be replicated. There were also presentations from representatives from SCA, National Public Lands Day and National Marine Alliance regarding partnership opportunities.

**Heather Burke (Jacksonville District) will be staffing the Senior Policy Advisor for Partnerships position at Headquarters until mid-June.** Rachel Garren (St. Louis District) was acting in this position from late October through mid-February. The Partnership Advisory Committee is also taking leadership on a number of actions to keep Corps partnership programs moving ahead.

**The Corps has signed several new MOU's enabling a variety of partnerships.** They are:

Outdoor Alliance- Coalition of Public and Non-Profit Organizations for planning and implementing mutually beneficial projects and activities related to human-powered outdoor recreation activities conducted on Federal Lands.

- Federal Agencies - Corps, USDA Forest Service, Bureau of Land Management, US Fish and Wildlife Service, and National Park Service
- Non-Profit - Access Fund, American Canoe Association, American Hiking Society, American Whitewater, International Mountain Bicycling Association, and Winter Wildlands Alliance

Safe Kids Worldwide- Partnership focused on children's safety related to water sports and other recreational activities at Corps facilities.

Tread Lightly (Renewal) - Agreement between USACE, USDA Forest Service, BLM, NPS, and Tread Lightly! to plan and implement mutually beneficial programs, projects, education, training, and other activities regarding responsible recreational use of Federal lands and waters and implementation of the TL Program.

Leave No Trace- Agreement between USACE, USDA Forest Service, BLM, BOR, NPS, FWS, and Leave No Trace Center for Outdoor Ethics to plan and implement mutually beneficial programs, projects, education, training, and other activities regarding responsible recreational use of Federal lands and waters and implementation of the LNT Program.

National Youth Marine Alliance MOU -Agreement between USACE and NYMA to cooperate in activities to advance awareness of educational and recreation opportunities for youth that relate to water based activities. Currently participating in Preserve America's Waterways initiative- a nationwide volunteer conservation work program

#### USDA Forest Service

***Centennial Green: The Over and Understory of the U.S. Forest Service in Song* is a historical musical developed and written by Warren Nelson of Lake Superior Big Top Chautauqua to commemorate the 100th anniversary of the U.S. Forest Service.** Milwaukee Public Television (MPTV) has recorded the show to broadcast in their 11-county viewing area. Award winning U.S. Forest Service videographers Dave Steinke and Steve Dunsky teamed with MPTV to produce the movie and provide project direction.

Viewers should check local PBS station broadcast schedules for dates and times. Copies of the *Centennial Green* high-definition DVD are also available for

purchase at Lake Superior Big Top Chautauqua by calling 888-244-8368 or online at [www.bigtop.org](http://www.bigtop.org).

**As part of an ongoing collaboration with Dr. Jeffrey Brudney of Cleveland State University, Dr. Jim Absher (PSW Station) is currently organizing a series of field-based surveys of land management agency volunteers (including OMB approval for multiple surveys).** They are seeking partners to assist with questionnaire review and to provide study sites. If you, or your agency, would like to be part of this series, or to obtain a copy of the above referenced VMC report, contact Jim Absher at 951-680-1559 or [jabsher@fs.fed.us](mailto:jabsher@fs.fed.us).

### U.S. Fish and Wildlife Service

**U.S. Fish and Wildlife Service will offer the following courses at the National Conservation Training Center:**

OUT8161: Developing Teacher Training  
OUT8194: Trail Management: Plans, Projects and People  
OUT8101: Public Outreach and Education: Overview and Program Planning  
OUT8115: Balancing Nature and Commerce in Communities that Neighbor Public Lands  
OUT8164: Creating a Schoolyard Habitat/Outdoor Classroom  
OUT8119: Advanced Partnerships: Building Sustainable Revenues  
OUT8113: Developing and Working with Friends Organizations  
OUT8163: Connecting People with Nature through Birds  
OUT8121: Interest Based Negotiation  
OUT8106: Powerful Presentation Tools and Techniques  
OUT8181: Working with the News Media  
OUT8114: Volunteer Recruitment and Management  
OUT8120: Advanced Volunteer Management  
Learn more about these courses and obtain registration information at <https://doilearn.doi.gov/>.

**The U.S. Fish and Wildlife Service National Conservation Training Center's Division of Education Outreach, is preparing a directory of listserves called *Conservation and Environmental Education Connections* (CEEC).**

This directory is for moderators from federal and state agencies and nongovernmental organizations involved with conservation and environmental education professionals. It will be a tool to share professional development opportunities with other moderators of listserves targeted for conservation and environmental education professionals. Announcements may include training courses, workshops, conferences, temporary work details, materials, books, etc.

Moderators will send an e-mail with announcements they would like posted to [ceec@lists.fws.gov](mailto:ceec@lists.fws.gov). The CEEC

moderator will combine the information into one e-mail and send to all the moderators twice a month. Participants may then determine if the announcements are appropriate to share with their listserv.

Contact the Division of Education Outreach at 304-876-7956 for further details or with questions. To subscribe go to: [www.fws.gov/lists/listinfo/ceec](http://www.fws.gov/lists/listinfo/ceec).

## CONVENTION NEWS

*Engagement - A Call To Action*, 2010 APPL Convention & Trade Show, February 7-10, 2010. Details will be available soon at [www.appl.org](http://www.appl.org).

**Amazing and inspiring were just some of the participant comments following Ken Burns and Dayton Duncan's stirring preview of their upcoming six-part film series *The National Parks: America's Best Idea* at the APPL Convention.** Burns and Duncan shared their personal perspectives along with approximately 40 minutes of footage from the series. Filmed over the course of more than six years at some of nature's most spectacular locales, *The National Parks: America's Best Idea* is nonetheless a story of people from every conceivable background who were willing to devote themselves to saving some precious portion of the land they loved – and in doing so reminded their fellow citizens of the full meaning of democracy. The film will air on PBS in the Fall of 2009. For additional information about the film, book and audio CD visit [www.pbs.org/nationalparks/](http://www.pbs.org/nationalparks/).

**Global warming is happening faster than predicted, with many natural systems already seriously impacted.**

In a compelling and scientifically documented presentation, keynoter Larry Schweiger, President and CEO of the National Wildlife Federation (NWF) addressed our fundamental and ethical duty to pass on a healthy planet to our children and future generations. Schweiger shared NWF's priorities including passage of legislation capping global warming pollution, investment in a clean energy future, and implementation of proactive management and restoration strategies. For more information, including informational resources and ways to get involved visit [www.nwf.org/globalwarming/](http://www.nwf.org/globalwarming/).

**The 2009 APPL Convention & Trade Show was an exceptional learning and networking experience for all who participated.** We received 148 responses to our overall convention evaluation and many noted that their favorite parts of the convention were the keynote presentations, networking with colleagues, variety of quality sessions offered, and the trade show. Of those who said they attended the trade show 84% said they had

adequate time to visit and shop the show. The Partnership track was ranked as the most useful, with Management & Governance and Sales & Service tracks tying for the second most useful. 87.5% of the concurrent educational sessions received average overall rankings of 4.50 or higher on a scale of 1 to 6 with 6 representing the greatest satisfaction. *Navigating Media Relations* by Kevin Hamilton of the Student Conservation Association received the highest overall session rating. Here's a sample of some of the feedback we've received:

- *This was the first time that I attended with my cooperating association partners. They absolutely gained from participating. We all met new people, they ordered at the trade show from both familiar and new vendors, they gained a lot from the sessions on the new 990 and from the agency perspective on associations and concessions.*
- *The Youth Leaders were excellent... I very much appreciated the efforts of APPL to begin to reach out to under-engaged youth and other under-engaged audiences.*
- *Great mixture of speakers, topics, and messages.*
- *I LOVED the Ken Burns and Duncan Dayton presentation, and I am very grateful that we got the opportunity to see them.*

#### **Additional statistics from the convention include:**

- 54 of APPL's 92 member organizations were represented by a total of 179 of their staff and board members
- 345 people registered for the convention, 100 of which were first time attendees
- 3 dynamic keynote presentations and 40 quality educational sessions were offered
- Emerging Leaders Summit held for the first time with participation from 13 local area leaders
- \$10,000+ raised for APPL's Education and Scholarship Fund
- 4 APPL member organizations received scholarships to help them send a total of 6 people to Baltimore
- 140 companies exhibited at the sold out trade show

**Congratulations to Stephanie Clement, from Friends of Acadia, for winning a free 2010 APPL Convention registration from among those who completed the online convention evaluation survey.** Thank you to all survey respondents for providing feedback about your convention experience. This information will be used to help us plan future conventions and educational programming.

A random drawing was also held from among the names of participants who registered for the 2009 Convention by

the early registration deadline. Kent Swanjord, with US Geological Survey, was the winner. We hope you'll join Kent and Stephanie for the 2010 APPL Convention in San Diego, CA next year.

**The APPL Board and staff thanks the program committee, on-site volunteers, presenters, contractors, and convention sponsors who shared their energy, creativity, resources, time and talents to the 2009 Convention & Trade Show.** The APPL Convention provides learning, networking, and buying opportunities that benefit the nonprofit public lands community all year long. And it is only through efforts like yours that our conventions are possible.

**Speaker handouts are available at [www.appl.org](http://www.appl.org).** Didn't get to attend one of the sessions you wanted to during the 2009 Convention? Many speakers have provided their session handouts and materials with us for you to download from our website. Feel free to share these resources with your colleagues and boards who weren't able to attend.

**Social networking presenter, Katya Andreson, from Network for Good has an extended an invitation to APPL participants to join their free Nonprofit 911 conference call training series.** Log onto [www.fundraising123.org/training](http://www.fundraising123.org/training) to learn more about these trainings and to register. This site also posts the pdf of past presentations, along with mp3 files for the audio of the presentation (and pdf transcripts).

**345 trees, one for each convention attendee, will be planted in Plumas National Forest in Northern California thanks to a generous convention sponsorship from American Park Network (APN).** APN will make a donation to the National Forest Foundation on behalf of each convention attendee to fund the planting of these trees, which will help reduce carbon in the atmosphere and make a positive impact on America's public lands. The trees will help replenish more than 30,000 acres of forest that burned during a 2007 forest fire.

Tree seedlings are growing now at a Forest Service nursery, with planting schedule to begin in 2010. The native tree species mix includes large-cone sugar pine, incense cedar and white fir, Douglas fir and ponderosa pine. As the planted seedlings grow, the forest will begin to replicate the look, feel and function of the natural forests of Northern California's Sierra Nevada Mountains. These new trees will also help benefit water quality in the Feather River, sensitive amphibian species, diverse wildlife, and fishing and camping experiences for visitors.

**Thank you to all our generous 2009 Convention Sponsors, who's contributions helped increase the quality experience for all convention participants.** On behalf of all who benefited from your donations we give you our heartfelt thanks. Visit [www.appl.org/Training\\_Conventions/2009sponsorship.html](http://www.appl.org/Training_Conventions/2009sponsorship.html) for a complete list of our 2009 sponsors.

**Three full skids of donations from trade show exhibitors were made to the Baltimore Schools.** Thanks to all the exhibitors who provided materials and supplies from their companies, which will benefit the students of the Baltimore school district.

**Planning has already begun for APPL's 2010 Convention and Trade Show in San Diego CA.** If you are interested in joining the program committee for the 2010 meeting, please contact Amy Matthews at [amatthews@appl.org](mailto:amatthews@appl.org).

## FEDERAL UPDATES

**The Omnibus Public Land Management Act of 2009 (H.R. 146), a bipartisan package that combines more than 160 individual measures, has been signed into law by President Obama.** It permanently codifies the National Landscape Conservation System; creates two million new acres of wilderness across 9 states; establishes 3 new national park units; designates 1,000 miles of wild and scenic rivers; designates a National Monument and 3 National Conservation Areas; protects world-class hunting land in the Wyoming Range; and recognizes new Historic Sites and Heritage Areas.

**On March 11th, the President signed into law H.R. 1105, the Omnibus Appropriations Act of 2009.** Under Division E, the bill provides appropriations for FY 2009 to the Department of the Interior, the Environmental Protection Agency, and other related agencies. It is P.L. 111-8.

**On March 19, Chairman Rahall and National Parks, Forests and Public Lands Subcommittee Chairman Raúl Grijalva introduced the "Public Lands Service Corps Act of 2009" (H.R. 1612), legislation that would help repair and restore our nation's public lands, while employing and training thousands of young Americans and promoting a culture of public service.** The legislation would expand and reinvigorate an existing program, the Public Lands Corps, by modernizing the scope of corps projects to reflect new challenges – such as climate change – adding incentives to attract new

participants, and paving the way for increased funding. Visit <http://thomas.loc.gov/cgi-bin/bdquery/z?d111:h.r.01612> for additional information on this bill.

**The American Recovery and Reinvestment Act of 2009 (ARRA) includes \$920 million for projects that benefit the national parks.** Congressional appropriations coming to the agency under the act's provisions include:

- \$589 million to the National Park Service construction account for repair and restoration of roads and construction of facilities, including energy efficient retrofits of existing facilities; equipment replacement; preservation and repair of historical resources within the National Park System; cleanup of abandoned mine sites on park lands; and other critical infrastructure projects.
- \$146 million under operations for deferred maintenance of facilities and trails and for other critical repair and rehabilitation projects.
- \$15 million for historic preservation projects at historically black colleges and universities.
- \$170 million for the Federal Highway Administration to spend on Federal Highway System roads in national parks.

Project funds are to be obligated by the end of September 2010.

The Administration has created a Web site on ARRA ([www.recovery.gov](http://www.recovery.gov)). In addition, the Department of Interior also has a recovery page. Here are some current DOI links:

- News release on Secretary Salazar launching implementation of the DOI portion of the plan – [http://webteam.nbc.gov/doi/news/09\\_News\\_Releases/022009.html](http://webteam.nbc.gov/doi/news/09_News_Releases/022009.html)
- Main DOI page with details on the legislation and the implementation plan – <http://webteam.nbc.gov/doi/recovery/index.html>
- Details on recovery act funding for each of the DOI bureaus – <http://webteam.nbc.gov/doi/recovery/plans.html>

DOI has established a Recovery Act Task Force that includes the leadership of Interior bureaus to determine which proposed projects should be funded. The department will soon name a Stimulus Czar to oversee Interior's responsible implementation of the program. Among the major criteria for selecting projects, are addressing the department's highest priority mission needs; generating the largest number of jobs in the shortest period of time; and creating lasting value for the American public.

**The American Recovery and Reinvestment Act of 2009 (ARRA) includes funding available for many services provided by or affecting nonprofit organizations.** The Act also has a major impact on state government finances and programs.

The National Council of Nonprofits has prepared a series of special reports summarizing the provisions of the ARRA. The reports already include summaries of major funding provisions of interest to nonprofits, links to congressional sources including the Act itself and relevant committee reports, and tips and information on seeking grants from ARRA funds. These are available on the National Council's Special Reports on Economic Stimulus and Recovery Web page, [www.councilofnonprofits.org/stimulus](http://www.councilofnonprofits.org/stimulus).

**The Internal Revenue Service's mailing address for submitting Exempt Organization ("EO") determination applications has changed.** The new address is Internal Revenue Service, P.O. Box 12192, Covington KY 41012-0192.

**Form 8734 is no longer required for new 501(c)(3) organizations.** New tax regulations eliminate the advance ruling process, under which a 501(c)(3) organization was required to file Form 8734 - Support Schedule for Advance Ruling Period, to establish that it had been a publicly supported charity during its first five tax years. Under the new rules, a new 501(c)(3) organization will be classified as a publicly supported charity, not a private foundation, if it can show that it has a reasonable expectation of being publicly supported when it files its Form 1023 Application for Tax Exempt Status, and will not have to file Form 8734. The organization retains its public charity status for its first five years regardless of the public support actually received during that time. Then, beginning with its sixth taxable year, it must establish to the IRS that it meets the public support test by showing on its Form 990, Schedule A, that it is publicly supported. The new rule applies to organizations with advance rulings expiring on or after June 9, 2008.

## MEMBER NEWS

**Please note the following new contacts for two APPL member organizations:**

- Shenandoah National Park Trust - Susan Sherman is the new Executive Director and can be reached at [info@snptrust.org](mailto:info@snptrust.org).
- Weir Farm Art Center - Carolyn Bird is serving as Interim Executive Director and may be contacted at [bird@weirfarmartcenter.org](mailto:bird@weirfarmartcenter.org).

**Alaska Geographic's address has changed.** Please note their new address:

Alaska Geographic  
810 East 9th Ave.  
Anchorage, AK 99501

**The National Park Service is adding an entirely new dimension to the visitor experience and ongoing research at the USS Arizona Memorial by capturing the submerged battleship in stereoscopic three-dimensional high definition (3D HD) imagery.** Over a ten-day field project, the NPS and several research partners will capture new underwater imagery that will be used to create an immersive experience in 3D HDTV on the submerged battleship. The 3D-HD technology uses two parallel high definition camera systems to capture images that our brains interpret as three dimensional and is similar to the technology now being used in the entertainment industry.

The underwater 3D HD camera systems will be used by NPS researchers to document the battleship's exterior. An additional miniature underwater 3D HD system will be mounted on a remotely operated vehicle to perform a non-invasive, condition assessment of accessible cabins in the interior of the ship.

The **Arizona Memorial Museum Association** (AMMA) has provided support for the project and plans to incorporate the footage into its ongoing educational programs. The US Navy's Mobile Diving and Salvage Unit ONE (MDSU) will provide logistical and dive support, while Ocean Technology Systems (OTS) provides the underwater communication resources for the project.

**Mike Boren, Executive Director of the Big Bend Natural History Association, has new e-mail address.** It is [borendon@hotmail.com](mailto:borendon@hotmail.com).

**The winners of the photo contest for the 2009 NPS passport have been announced.** Each year, **Eastern National** holds a contest for NPS employees and volunteers to select ten images – one national and nine regional – for the collectible passport commemorative stamp set. The stamps are distributed on a single perforated sheet and can be detached and placed in designated sections of the passport books.

The 2009 passport photo contest winners are:

- National Stamp: Photo by Bertha Schmalfeldt – Abraham Lincoln Birthplace National Historic Site.
- North Atlantic Region: Photo by John Harlan Warren – Gateway National Recreation Area.
- Mid-Atlantic Region: Photo by John E. Donohue – Richmond National Battlefield Park.

- National Capital Region: Photo by John E. Donohue – District of Columbia War Memorial.
- Southeast Region: Photo by Becky Woldt – Congaree National Park.
- Midwest Region: Photo by Bob Daum – Lincoln Boyhood National Memorial.
- Southwest Region: Photo by Tracy A. Parris – Padre Island National Seashore.
- Rocky Mountain Region: Photo by Carol Stevenson – Fort Laramie National Historic Site.
- Western Region: Photo by Rebecca A. Wiles – Haleakala National Park.
- Pacific Northwest and Alaska Region: Photo by Richard Maxwell – Oregon Caves National Monument.

**Friends of Big Bend National Park has received three grants for the Big Bend National Park's Visitor Orientation Film project.** The grants were awarded in February: \$5,000 from Union Pacific Foundation, \$10,000 from BSNF Foundation and \$50,000 from Amon Carter Foundation. These gifts help bring the Friends to the halfway point in this \$150,000 fundraising campaign.

The planned orientation film will discuss visitor safety, park resources and unique values, park challenges and visitor trip planning. The film will be used primarily at Panther Junction Visitor Center, which is the park's main visitor center. For more details about the activities of Friends of Big Bend National Park, log onto [www.bigbendfriends.org](http://www.bigbendfriends.org).

***The Adventures of Salt and Soap at Grand Canyon, the true story of two puppies who wandered into the Grand Canyon and experienced great adventures is the newest title from the Grand Canyon Association.*** Complete details are available at [www.grandcanyon.org](http://www.grandcanyon.org).

**Jefferson National Parks Association is now on Twitter!** Follow them for news about their organization and their partner sites at <http://twitter.com/jnpa>.

**The Mesa Verde Museum Association has the rare opportunity to design a new 970 square foot retail store in a visitor information center and curatorial facility to be constructed at the entrance to Mesa Verde National Park.** While MVMA has a talented and capable retail staff, they do not have store design experience. They would like to “contract” with another cooperating association to have an experienced store design employee consult on this project. They estimate this effort would involve up to 80 hours of labor to attend a mandatory meeting April 29-May 1 in Mesa Verde National Park as well as various conference calls. The

period of performance will begin immediately and continue through June 30 at which point the entire facility and retail/exhibit space design is to be completed. The nature of the consultant's work will be to provide advice and counsel to MVMA staff and the project design team, and to assist in evaluating design alternatives proposed by the exhibit/store designer. For a full task description and required qualifications, please contact Laurel Rematore at 970-529-4642 or [laurel\\_rematore@partner.nps.gov](mailto:laurel_rematore@partner.nps.gov). Letters of interest will be accepted through April 3.

**The Mount Rushmore History Association's *Face to Face with Mount Rushmore* won the Printing Industries of Arizona's (PIAZ) 2008 Print Excellence Gold Award in Special Finishing during PIAZ's Print Excellence Competition held in January.** The children's book, targeted toward children ages 9 to 12, was printed by Arizona Lithographers. It was written by Mitchell, South Dakota resident Jean L.S. Patrick, illustrated by Patrick Faricy and designed by Amanda Summers Design. The PIAZ Awards recognize Arizona printing companies that have combined craft with technology to produce outstanding printed material.

**The Shenandoah National Park Association (SNPA) is happy to announce a new Web site at [www.snpbooks.org](http://www.snpbooks.org).** The Association has been working for months to expand the Web site and to make it more attractive and easier to use.

Retail categories include books, maps, DVDs, calendars, collectibles, posters, games, and toys. You can also find special categories such as best sellers, featured items, and the bargain bin. There are items specific to Shenandoah National Park, as well as items featuring other National Park sites. Shoppers can search by subject or go through the list of categories to see the products. Each item has a detailed description and photo.

You can also learn about the Association and the many ways it supports Shenandoah. Shoppers are given special discount incentives that lead them to show their support by joining SNPA when they place their order. The new Web site also allows current SNPA members to place an order and mark that they are members to get their 20% discount.

The site was designed by Four Chambers Studios. They have also designed sites for the Everglades Association, Grand Canyon Association, and Western National Parks Association.

**Wow, those SCA High School students were awesome, how can I partner with SCA?** If you attended the APPL Convention in Baltimore, you were probably wowed by Student Conservation Association (SCA) alumni from

## FUNDING OPPORTUNITIES

SCA's Baltimore program. SCA also has impressive interns ready to work with you, many of whom are college graduates. SCA is the nation's oldest and largest provider of conservation service opportunities to young people nationwide. Since 1957, SCA has been partnering with federal, state, local and non-profit partners providing young people to complete cultural and natural resource projects. Sample projects include high school students working on trails and city parks, interns giving interpretive programs, and corps members educating the community about sustainability. Partnering with SCA is easy ([www.thesca.org/partners/request](http://www.thesca.org/partners/request)), to get the ball rolling go online ([www.thesca.org/partners/partnering-basics](http://www.thesca.org/partners/partnering-basics)), call 888-722-9675 x635 or e-mail [agency-help@thesca.org](mailto:agency-help@thesca.org). SCA Costs: [www.thesca.org/partners/costs](http://www.thesca.org/partners/costs). When you contact them, be sure to say where you are from and the specific need you have. If you know the SCA program you are interested in, mention that too.

**Western National Parks Association (WNPA) is pleased to introduce their newest publication – *Frequently Asked Questions About Butterflies* by Rose Houk.** More information on this fourth installment in WNPA's popular question and answer series may be found at [www.wnpa.org](http://www.wnpa.org).

**On May 1 the Yellowstone Association will move from their current office in Mammoth Hot Springs to their new headquarters in Gardiner, Montana.** Their new phone number will be 406-848-2400. The new building, which includes professional office space for our staff, classrooms for Institute programs, and a year-round educational bookstore and information desk for park visitors.

## VENDOR SUPPORT NEWS

**APPL thanks the following new VSP contributors:**

- Arcadia Publishing, - [www.arcadiapublishing.com](http://www.arcadiapublishing.com)
- Green Bottle™ - [www.greenbottleonline.com](http://www.greenbottleonline.com)

**Please note the following contact information update:**

ECO Wear & Publishing

Billing / US Mail:

PO Box 376, Rodeo, NM 88056

UPS Shipping:

4 Rattlesnake Canyon Rd, Rodeo, NM 88056

Phone: 575-557-5757

Fax: 575-557-7575

[ecoorders@hotmail.com](mailto:ecoorders@hotmail.com) or [reptileshirts@yahoo.com](mailto:reptileshirts@yahoo.com)

[www.reptileshirts.com](http://www.reptileshirts.com) or [www.ecouniverse.com](http://www.ecouniverse.com)

**The Save Our History Grant Program, developed by the History Channel, provides funding to support collaboration between history organizations and schools or youth groups on projects that teach children about their local heritage and actively engage them in its preservation.** Projects must focus on a significant aspect of community heritage, such as the history and/or preservation of a building, historic site, historic collection, or an historic event that is important to the local community. Grants of up to \$10,000 will be provided; a total of \$100,000 in grants will be available in 2009. Eligible applicants include history museums, historical societies, preservation organizations, historic sites, libraries, archives, government agencies, and other historical organizations that partner with K-12 schools, or organizations that provide educational programming for children of similar ages. Online applications must be submitted through [www.history.com/minisites/saveourhistory](http://www.history.com/minisites/saveourhistory) by June 5.

**The ESA (Entertainment Software Association) Foundation is offering funding for youth programs.** The foundation supports geographically diverse projects and programs that benefit American youth of all races and denominations and both genders. Applicant organizations must have tax-exempt 501(c)(3) status and must be seeking funding for a specific project or program that is or will be conducted in two or more states in the U.S. and serves youths between the ages of 7 and 18. Applicant organizations must provide youth programs in one or more of the following areas: skills and personal development, general health and welfare, risk behavior prevention, education, or multimedia arts/technology. Deadline is April 15. For further information, visit the ESAF Web site at [www.theesa.com/foundation](http://www.theesa.com/foundation).

**The First Peoples Fund, a national nonprofit organization, is accepting nominations for the Community Spirit Award, which recognizes American Indian artists who have made substantial contributions to their communities.** The program will honor four individuals with fellowships of \$5,000 each. Recipients of this award must demonstrate acts of community spirit through art. Nominated artists must be active and of demonstrated maturity in their field (i.e., practicing their art for a minimum of ten years) and be documented affiliates of a United States tribe. In addition to visual arts, the fund has expanded its recognition of practicing artists to include contemporary and traditional forms of performing and literary arts. Deadline for applications is

June 15. Program information and nomination forms are available at the First Peoples Fund Web site at [www.firstpeoplesfund.org/](http://www.firstpeoplesfund.org/).

**National Fish and Wildlife Foundation is accepting pre-proposals until September 1 for the Wal-Mart Acres for America Grant Program.** Acres for America, a partnership between Wal-Mart Stores (<http://walmartstores.com/CommunityGiving/>) and the National Fish and Wildlife Foundation ([www.nfwf.org/](http://www.nfwf.org/)), provides funding for projects that conserve important habitat for fish, wildlife, and plants through acquisition of interest in real property. The goal of the Acres for America program is to offset the footprint of Wal-Mart's domestic facilities on at least an acre-by-acre basis through these acquisitions.

Approximately \$2.5 million in total funding is available annually through 2014 for conservation investments. All grant awards require a minimum 1:1 match of cash or contributed goods and services. Endorsement by appropriate federal, state, and local government agencies that the acquisition is of high conservation value is a primary consideration. Preference will be given to acquisitions that are part of published conservation plans, State Wildlife Action Plans, or Endangered Species Act Recovery Plans.

**The Fund for Wild Nature provides grants to grassroots organizations in the United States, Canada, and Mexico for campaigns to save and restore native species and wild ecosystems, including actions to defend wilderness and biological diversity.** The Fund seeks proposals with visionary and yet realistic goals to create tangible change. Priority is given to projects premised on effective, intelligent biocentric strategies on issues that are not receiving adequate national attention, and may not be fundable through mainstream sources. The Fund rarely supports proposals from organizations with large budgets (over \$250,000 annually). The remaining deadlines for 2009 are May 1 and November 1. Application guidelines and forms are available at [www.fundwildnature.org](http://www.fundwildnature.org).

**The American Honda Foundation supports projects nationwide in the areas of youth and scientific education, including the physical and life sciences, mathematics, and the environmental sciences.** The Foundation focuses on programs with national scope that garner the broadest interest and support and, therefore, the highest potential for success. Requests are reviewed quarterly; the remaining deadlines for 2009 are May 1, August 1, and November 1. Visit <http://corporate.honda.com/america/philanthropy.aspx?id=>

[ahf](#) to take the required eligibility quiz and submit an online application.

**The Gloria Barron Prize for Young Heroes honors outstanding young leaders who have made a significant positive difference to people and our planet.** Nominees, who may range in age from 8 to 18 years old, must have been the prime mover of a service activity, and demonstrated positive spirit and high moral purpose in accomplishing their goals. Nominees must be nominated by responsible adults who have solid knowledge of the young person's heroic activities, and who are not related to the nominee. Ten winners each receive \$2,500 to support their service work or higher education, and the nomination deadline is April 30th. For more information and to nominate, visit [www.barronprize.org](http://www.barronprize.org).

## EVENTS AND OPPORTUNITIES

**The Environmental Education and Training Partnership (EETAP) and the University of Wisconsin - Stevens Point has announced their online courses for the summer semester including *Fundamentals of Environmental Education* and the new course *Making EE Relevant for Culturally Diverse Audiences*.** There are \$200 scholarships available for the FEE course and \$100 scholarships available for the MEER course. The FEE scholarships are offered to course participants that are state EE leaders and the MEER scholarships are offered to course participants that are community and/or state EE leaders. Information all of EETAP's courses as well as the scholarships is available at the online at [www.uwsp.edu/natres/eetap/index.aspx](http://www.uwsp.edu/natres/eetap/index.aspx).

### May 2009

**MSA Retail Conference & Expo**, May 2 - 5, Phoenix Convention Center, Phoenix, AZ, (Expo dates: May 3 - 4). Details are available at [www.MuseumStoreAssociation.org](http://www.MuseumStoreAssociation.org).

**NAI International Conference**, May 6-10, Athens, Greece. Visit [www.Interpnet.com/ic](http://www.Interpnet.com/ic) for program and registration information.

**Advanced Partnerships: Building Sustainable Revenues**, May 12-14, NCTC, Shepherdstown, WV. This 3-day interagency course provides the tools and processes to build a sustainable funding strategy for conservation stewardship, preservation, protection and maintaining healthy public lands. This is an advanced course for federal agency and nonprofit partners engaged in an active partnership. No charge for FWS, NPS or BLM Federal

employees' tuition. Participant's office is responsible for expenses related to travel. Registration for Federal employees and nonprofit participants must be completed online at <http://training.fws.gov> using the DOI Learn system. Non-federal participants must register as non-federal guests in the public catalog menu of DOI Learn. Registration for each agency is limited to 4 federal employees and 4 non-profit partners.

FWS Contact: Laura Jones

Phone: 304-876-7499

E-mail: [laura\\_jones@fws.gov](mailto:laura_jones@fws.gov)

BLM Contact: Diane Nelson

Phone: 602-906-5548

E-mail: [diane\\_nelson@blm.gov](mailto:diane_nelson@blm.gov)

NPS Contact: Rich Fedorchak

Phone: 304-535-5053

E-mail: [rich\\_fedorchak@nps.gov](mailto:rich_fedorchak@nps.gov)

**BookExpo America**, May 28–31, New York, NY. Learn more at [www.bookweb.org](http://www.bookweb.org).

#### June 2009

**National Trails Day**, June 6. Learn more at [www.americanhiking.org/NTD.aspx](http://www.americanhiking.org/NTD.aspx).

**National Get Outdoors Day**, June 13. Log onto [www.nationalgetoutdoorsday.org](http://www.nationalgetoutdoorsday.org) to learn more.

#### August 2009

**National Scenic Byways Conference**, August 23-26, Denver, CO. Visit [www.bywaysresourcecenter.org](http://www.bywaysresourcecenter.org) for more information.

**National Park Service Founders Day**, August 25.

#### September 2009

**National Public Lands Day**, September 26. Visit [www.publiclandsday.org](http://www.publiclandsday.org) to register your event, volunteer or to learn more about this annual day of service to America's public lands.

#### October 2009

**North American Association for Environmental Education Conference, Creative Leadership in Environmental Education**, October 7-10, Portland, OR. More information may be found at [www.naaee.org](http://www.naaee.org).

**National Trust for Historic Preservation Conference**, October 13-17, Nashville, TN. Log onto [www.preservationnation.org](http://www.preservationnation.org) for details.

#### November 2009

**2009 National Publishing Conference and Book Industry Trade Show**, November 11-14, Doubletree Hotel - Reid Park, Tucson, Arizona. Visit [www.pubwest.org/index.php?page\\_id=222](http://www.pubwest.org/index.php?page_id=222) for additional information.

**NAI National Workshop**, November 17-21, Hartford, CT. Learn more at [www.interpnet.com/workshop](http://www.interpnet.com/workshop).

#### February 2010

**Engagement - A Call To Action**, 2010 APPL Convention & Trade Show, February 7-10, 2010.

### MARKETPLACE

Featuring contributors to APPL's Vendor Support Program (VSP). View a directory of all our VSP contributors at [www.appl.org/Vendors/vsp\\_directory.htm](http://www.appl.org/Vendors/vsp_directory.htm).

**Dawn Publications is pleased to announce three new titles for young naturalists:**

- *Earth Heroes: Champions of the Wilderness* is the first of a series of three books for middle school readers that feature the youth, careers, and lasting contributions of the world's greatest naturalists. You can see sample at [http://wdn.ipublishcentral.net/dawn\\_publications/viewinside/1247791451868](http://wdn.ipublishcentral.net/dawn_publications/viewinside/1247791451868).
- *In the Trees, Honey Bees* is a picture book that offers close-up views inside the hive. Gary Dunn, education director of the Young Entomologists' Society, says "This is truly a honey of a book!" View a sample at [http://wdn.ipublishcentral.net/dawn\\_publications/viewinside/1247791451868](http://wdn.ipublishcentral.net/dawn_publications/viewinside/1247791451868).
- *There's a Babirusa in My Bathtub* is a picture book with humorous poems about unusual animals—good for encouraging children to read. A sample is available at [http://wdn.ipublishcentral.net/dawn\\_publications/viewinside/11761177159245](http://wdn.ipublishcentral.net/dawn_publications/viewinside/11761177159245).

**Looking for a way to entice children to learn about historical sites?** Carole Marsh's two newest mysteries do just that by incorporating history, geography and culture about their respective locations: Colonial Williamsburg and Niagara Falls. *The Colonial Caper Mystery at Williamsburg* takes kids on an adventure that includes the historical Capitol building, a walkabout of the Duke of Gloucester Street, a wild carriage ride in the Market Square, and a tour of the Public Goal jailhouse. And, kids can learn about the entire, entrancing Niagara area from *The Wild Water Mystery at Niagara Falls*, from the well known Canadian Horseshoe Falls and U.S.-side American Falls to Fort George and the Niagara Falls National

Botanical Gardens. Both mysteries provide history lessons delivered in kid-friendly books.

**Gallopade** extends its history-related, quality educational materials to include 10 new hilarious question and answer games for ages 8 and up. Kids will especially love playing the *Don't Know Beans About... America – Landmarks, Historic Sites, and National Parks* game as they vacation around the U.S. Additional games that will engage kids to learn about important American historic sites are *Don't Know Beans About... American Revolution* and *Don't Know Beans About... United States Civil War*. For more information, please contact Gallopade International at 800-536-2438 or visit [www.gallopade.com](http://www.gallopade.com).

## POSITIONS AVAILABLE

*Additional position listings may be found at [www.appl.org](http://www.appl.org).*

**Grand Canyon Association seeks a Retail Manager to provide oversight for eight (8) educational bookstores.** This is a full-time, benefit-eligible position, located at the South Rim of Grand Canyon National Park, Arizona. A complete position description can be found at [www.grandcanyon.org](http://www.grandcanyon.org). Click on "About Us" then click on "Employment Openings" for more details and information on how to apply.

**Help build support and stewardship for Yosemite National Park as the Membership and Development Director for the Yosemite Association.** The Director leads the Association's membership and donations programs and works closely with the CEO and Board of Trustees to forge a strong and passionate constituency for Yosemite and our National Parks. A complete job description is available at [www.yosemite.org/59/Employment.htm](http://www.yosemite.org/59/Employment.htm) or by calling 209-379-2646. Send a resume and cover letter to Chief Executive Officer by April 20th, Yosemite Association, PO Box 230, El Portal, CA 95318, or by e-mail to [dguy@yosemite.org](mailto:dguy@yosemite.org).

## RESOURCES

*Additional resources are available at [www.appl.org/Links/links.html](http://www.appl.org/Links/links.html). Suggest a resource by e-mailing [appl@appl.org](mailto:appl@appl.org).*

**In March 2009, the National Committee for Responsive Philanthropy released the *Criteria for Philanthropy at Its Best: Benchmarks to Assess and Enhance Grantmaker Impact*.** The Criteria is a set of measurable guidelines designed to help foundations and

other institutional grantmakers operate ethically and maximize the impact of their dollars. Among the recommendations: 50% of grant dollars should help lower income communities, people of color, and other "marginalized" populations; and 25% of grant dollars should support advocacy efforts and civic engagement. The report also suggests that half of all grant money pay for the general operating costs of charity beneficiaries. To review the report visit [www.ncrp.org](http://www.ncrp.org).

**A new report finds that one in five charities are considering mergers to help survive hard economic times.** The new report, *Nonprofit Mergers and Acquisitions: More Than a Tool for Tough Times* is based on a study by the Bridgespan Group of 117 executive directors taken in November. Financial distress or leadership crisis were found to be the two biggest drivers of mergers. The report is available online at [www.bridgespan.org](http://www.bridgespan.org).

**GuideStar has unveiled Web site changes to make it easier for groups to post more information.** Organizations can now add logos, photographs, and videos to their profiles on GuideStar, and the site now offers an easy way for groups to upload key documents, such as annual reports and financial statements. For more information, visit [www.guidestar.org](http://www.guidestar.org).

**Is education about climate and carbon footprints part of your mission?** Sopris Foundation is looking for partners to print and distribute their "Daily Carbon" guide. This wallet-sized card identifies the carbon intensity of various daily activities and consumer goods- like drinking coffee, driving, going to the gym, or taking a shower. Target audiences might include Farmer's Markets, conference attendees, film festivals, event patrons, high school environmental clubs, sustainability coordinators, utility customers, or restaurants.

To preview Daily Carbon (and supporting calculations) go to: [www.soprisfoundation.org/projects.html](http://www.soprisfoundation.org/projects.html).

**The NonProfit Times is offering 10 helpful tips on recycling and prolonging your computer's life.** Check them out at [http://ga0.org/nptimes/notice-description.tcl?newsletter\\_id=16593896#story2](http://ga0.org/nptimes/notice-description.tcl?newsletter_id=16593896#story2).

**In conjunction with their upcoming film *Earth*, Disney is providing educational materials that align with National Science Education Standards.** The materials may be downloaded free of charge at <http://disney.go.com/disneynature/earth/>.

