



News wire

APPL NEWS

*Supporting Education
and
Stewardship*

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News wire is a monthly publication 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.

Thank you for subscribing to News wire. E-mail us at appl@appl.org with any comments or suggestions for updates or improvements to this publication.

To subscribe to News wire, please send an e-mail with your complete contact information to appl@appl.org. We also encourage you to add your board members to News wire's electronic distribution list.

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

Isle Royale & Keweenaw Parks Association has rejoined APPL as a Nonprofit member. Formerly known as the Isle Royale Natural History Association, they are a National Park Service cooperating association working with Isle Royale National Park and Keweenaw National Historical Park. Learn more about them at www.irnha.org.

Have you renewed your APPL membership for 2010? Renew your organization's membership by January 2, 2010 to be eligible for a drawing for 1 free pre-convention seminar of their choice at the 2010 APPL Partnership Convention & Trade Show in San Diego. Contact Nancy Kotz at nkotz@appl.org or 301-946-9475, extension 224 if you have any questions or if you would like to discuss payment options.

101 entries from 25 nonprofit public land partners have been submitted to the 2010 APPL Media & Partnership Awards competition. Judging is now underway and the finalists will be announced in January. Winners will be honored on the evening of Wednesday, February 10, 2010 in San Diego CA.

APPL is proud to introduce our inaugural Agency Partner of the Year Award. This award recognizes a public lands agency employee who has demonstrated exceptional achievement in cultivating an atmosphere of partnership between their agency and the nonprofit organizations with which they are affiliated. The award will be presented in conjunction with the 2010 APPL Media & Partnership Awards on February 10.

Ballots have been distributed electronically to all APPL member organizations. The deadline to return your ballot is December 23rd. Contact Nancy Kotz at nkotz@appl.org or 301-946-9475, extension 224 if you would like more information or if you did not receive a ballot.

APPL is now on LinkedIn. LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

Join APPL's group at www.linkedin.com/groups?gid=2474557&trk=myg_ugrp_ovr to stay in touch with us and access information regarding our programs, events and services, and benefit from the networking opportunities of this online professional community.

APPL recently met with BLM Director Bob Abbey. Executive director Donna Asbury, board member Blaine Benedict of Red Rock Canyon Interpretive Association, and Alan O'Neill of Outside Las Vegas Foundation provided information about APPL, its members, and the value of nonprofit partners working with BLM. Director Abbey discussed some of the Department of Interior priorities relative to BLM, which included: Treasured Landscapes and National Landscape Conservation System (NLCS); youth initiatives; recreation and health; and climate change. Abbey also remarked on his familiarity with APPL and the value BLM places on partnerships in achieving agency goals.

The APPL representatives also met with Bob Ratcliffe, Chief of BLM's Division Recreation and Visitor Services; Helene Aarons, BLM Partnership Coordinator; and Hal Hallett, of BLM Recreation and Planning. Additional priorities discussed included

building partner capacity to use Grants.gov; the role of nonprofit partners in implementing youth programs; and the upcoming 10th anniversary of the NLCS system on March 24, 2010.

APPL was represented by four board members and its executive director at *The National Park Idea: A Conference about the Second Century Commission Report and the Future of the National Parks* held at the Howard H. Baker Jr. Center for Public Policy in Knoxville, Tennessee on November 4-5. The conference was coordinated by the **National Parks Conservation Association (NPCA)** and involved approximately 100 representatives, including members of the Second Century Commission, diverse nonprofit organizations, and NPS staff for the purpose of reviewing the report of the Commission and beginning to prioritize action steps from the report. Board members Audrey Peterman, John Reynolds, Ellis Bacon and Curt Buchholtz participated along with Donna Asbury. APPL member organizations represented at the conference included **Friends of Acadia, Cuyahoga Valley National Park Association, Friends of the Smokies, Great Smokey Mountains Association, Rocky Mountain Nature Association, and Student Conservation Association (SCA)**, in addition to NPCA.

NPS Director Jon Jarvis participated throughout the conference, as participants heard reports from Commissioners on each of the key areas of the report, including: the future shape of the National Park System; natural and cultural resources stewardship; education and public engagement; sustainable funding; and strengthened capacity of the NPS. Meeting participants prioritized areas for further discussion and met in discussion groups to focus on advancing those priorities. More information on the Second Century Commission report can be found at www.visionfortheparks.org.

The National Environmental Education Foundation (NEEF) has signed an agreement with APPL to initiate a new capacity building and Webinar-based training program, *The Power of Friends*. The program will begin with a 90 minute session at the APPL convention in San Diego on February 8, which will be followed by three online training sessions to take place between March and July of 2010. The Webinars will focus on the following topics: Providing Authentic Programs and Experiences through Partnerships; Nonprofit Governance; Fundraising and Friend-raising. The Webinars will extend the reach of the training nationwide – enabling agency staff, nonprofit managers, and volunteers the opportunity to connect regardless of remote location or limited travel resources. The content will be developed and provided by APPL's

Training Corps or other specialists with in-depth field expertise.

Through the Next Generation Fund, now in its fifth year, APPL has been enriched by the involvement of many outstanding young people – but we need continued support. Our efforts to engage these young and diverse voices in the work of our organization is only beginning – and with your help we can continue to involve young leaders as APPL interns, committee members, convention participants and speakers, and advocates for our nation's public lands and nonprofit partnerships.

Last year, APPL intern Jessica Jones researched online auction tools and set the stage for our first members' auction of public lands travel experiences. Former intern Sade Demery has recently joined the task force for *The Bridge to Tomorrow*, a gathering of young leaders and professionals from within the public lands community who will plan and engage in a pre-convention summit and participate fully in the 2009 APPL convention in San Diego. Through APPL's Next Generation Fund, we will be able to provide sponsorships to young leaders who would otherwise lack funding to participate in the summit and the convention.

APPL thanks our generous board members, members, and friends for their personal support of the Next Generation Fund. If you would like to make a personal gift to this fund, please send your check to APPL and designate your support to the Next Generation Fund. Visit www.appl.org/Support_Us/support.html to download a contribution form.

On November 10, APPL launched a new Web training initiative, partnering with the U.S. Forest Service to present the Webinar *Interpretive Associations: A Mutual Benefit Partnership*. The session, an interactive PowerPoint presentation with commentary, connected approximately 30 participants nationwide - employees from the USFS and its partners - in training that provided an overview of interpretive associations and the benefit of IA partnerships.

Interpretive Associations: A Mutual Benefit Partnership was presented in five modules over the course of 2 ½ hours, with participants able to ask questions as needed. The modules provided insight into various areas of interpretive associations:

1. What are Interpretive Associations and How are They Unique?
2. What Policies and Agreements Support the Role of Interpretive Associations?
3. What the Benefits of Interpretive Associations?
4. How are Interpretive Associations Governed and Managed?

5. What are Success Factors in Maintaining Interpretive Association Partnerships?

APPL offers customized workshops, training and consultation designed to meet the needs of partnering nonprofit organizations and public land agencies. Content is based on more than 25 years of experience, providing professional development opportunities within the public lands community. Courses are taught by APPL staff, APPL Training Corps members, and experienced contractors selected for their skills, training expertise, and knowledge of subject matter. For more information, contact APPL education coordinator Chuck Benjamin at cbenjamin@appl.org or 301-946-9475, extension 225.

Former APPL board member Marian Elizabeth Oates, age 72, of Sevierville, passed away on July 12 at her home on Bluff Mountain in Sevier County. Marian's career spanned 25 years as a secondary school teacher in Atlanta; data processing director for the City of Oak Ridge; and last as executive director of the Girl Scouts of Tanasi, Knoxville. She was generous of her talents, time, and resources to a number of community organizations and associations - Leadership Sevier, Association of Partners for Public Lands, Upper Bluff Mountain Association, Mountain Hope Good Shepherd Clinic, Walters State Community College, Board of Visitors of the College of Arts and Sciences of The University of Tennessee, and Rotary International among many others. She was the 2003 recipient of the Dr. and Mrs. Robert A. Broady Humanitarian Award presented by the Sevierville Noonday Rotary International Club. Her passion for the environment prompted her to arrange for much of her real property to be placed in the Foothills Land Conservancy. A book, *Beautiful View*, chronicling the Oates' Bluff Mountain property and life experiences, is expected to be published in the near future.

NEWSBITS

PubWest is pleased to announce their new board members:

- Debbie Ketel, **Mt. Rushmore History Association**
- Stephen Koenig, Interweave Press, Inc.
- Don Schmidt, ABC-CLIO, Inc.
- Joe Upton, Malloy Inc.
- Rob Williams, **Mountain Press Publishing Company**

Review their updated board list at www.pubwest.org/index.php?page_id=212.

California Governor Arnold Schwarzenegger accepted the 2009 Bruce F. Vento Public Service Award on October 29 at the Newseum in Washington, D.C. The Award, the National Park Trust's highest honor, recognized the Governor for his leadership and innovation in the protection of public lands in California and for his life-long commitment to children's health and to connecting them with the outdoors. Learn more about the award at <http://parktrust.org>.

Independent Sector is seeking candidates for the 2010 John W. Gardner Leadership Award. The award recognizes an individual whose leadership in or with the nonprofit community has been transformative and who has mobilized and unified people, institutions, or causes that improve lives. It will be presented at the 2010 Independent Sector Annual Conference, which will take place October 20-22 in Atlanta.

The deadline for nominations is 11:59 pm EST on Friday, January 29, 2010. Visit www.independentsector.org to learn more about the nomination and selection process, as well as the 2009 honoree, Geoffrey Canada, president and CEO of Harlem Children's Zone.

AGENCY NEWS

Bureau of Land Management

The BLM *Excellence in Interpretation or Environmental Education Awards*, presented at a November 19 ceremony, recognized outstanding BLM interpreters and educators for their work on employee-conducted programs that enhanced public appreciation and understanding of the natural and cultural riches on our public lands, as well as management issues in the context of the BLM's multiple-use mission. The BLM's 2009 "Excellence" award winners are:

- **Gold Award winner:** Elizabeth "Beth" Paragamian, Wildlife Education Specialist, Coeur d'Alene Field Office, ID, for outstanding wildlife education programs delivered across large areas of Idaho and eastern Washington, in both classroom and outdoor settings.
- **Silver Award winner:** Connie Jacobs, Director, Missouri Breaks Interpretive Center, Ft. Benton, MT, for contributions toward the development of *A Journey Through the Monument*, a middle-school educational program about the Upper Missouri Wild and Scenic River and the Upper Missouri River Breaks National Monument.
- **Silver Award winner:** Gregario "Nick" Teague, Outdoor Recreation Planner, Spokane District Office, WA, for

fostering cohesive, citizen-based stewardship in the San Juan Islands and helping to develop the San Juan Islands Experiential Education Outdoor Classroom for island youth.

Each of this year's winners has done exceptional work with partners and communities to create meaningful interpretive and/or educational experiences and materials for public land users. Winners were selected from a slate of BLM nominees by a review panel comprised of BLM staff and partner-group representatives.

The Director also presented a Departmental Honor Award for Superior Service to retiring BLM National Interpretive Lead Amy Galperin for her contributions to BLM programs in support of the Department's mission.

National Park Service

Ground has been broken for the Flight 93 National Memorial. 40 people, representing the 40 Flight 93 heroes, took part in the ceremony, including four young relatives who turned the first shovels of dirt, symbolically signifying the start of a new planning and construction phase for the national memorial. They were joined by Interior Secretary Ken Salazar, Senator Arlen Specter and representatives of Congressmen John Murtha and Bill Shuster.

The community of Shanksville was also recognized for welcoming countless visitors to the site. Every day of the year, volunteers from the community have stood guard at the temporary memorial that was constructed to honor the Flight 93 heroes.

Learn more about this new NPS unit at www.nps.gov/flni/index.htm.

NPS has announced the following personnel changes:

- Mel Poole, currently superintendent at Catoctin Mountain, has been selected as interim superintendent of Gettysburg National Military Park. Gettysburg chief ranger Brion Fitzgerald has been named acting deputy superintendent.
- Gayle Hazelwood has been selected as the new deputy regional director for resource stewardship and science in Southeast Region. Her duties will also include supervising the parks of the Atlantic Coast Cluster.
- Laura Joss has been named deputy regional director for the Intermountain Region by regional director Mike Snyder. Joss will begin her new assignment effective immediately.
- Rick Kendall has been selected as the superintendent of Saint-Gaudens National Historic Site. He replaces BJ Dunn, who assumed duties as deputy superintendent at Independence National Historical Park in October.

- R. Michael ("Mike") Madell has been selected as the new superintendent of Vicksburg National Military Park, effective January 17th.
- Carol A. Clark has been named the new superintendent of Jean Lafitte National Historical Park and Preserve and New Orleans Jazz National Historical Park, effective December 20th.

Margaret "Peggy" O'Dell's innovative approach to park management has earned her the Fran P. Mainella Award. The award is named for the 16th director of the National Park Service, Fran Mainella, and handed out every two years for sustained and innovative achievement by a woman in the management of North America's natural, historic or cultural heritage. Mainella is a visiting scholar in the Clemson University Department of Parks, Recreation and Tourism Management.

Shelton Johnson, interpretive park ranger at Yosemite National Park, has been selected as the recipient of the 2009 Freeman Tilden Award. This is the highest award given by the National Park Service for excellence in interpretation. Johnson was one of the seven finalists from regions throughout the country.

Johnson was cited for his extensive collaboration with Ken Burns during the filming of the landmark documentary *The National Parks: America's Best Idea*. Johnson appeared in the film extensively, reflecting on his experiences as a National Park Service ranger. He also worked on a collaborative project, telling the previously untold stories of diverse peoples in national parks. These messages are reaching far beyond Yosemite National Park and have facilitated lasting connections between African Americans and their national parks.

Author and filmmaker Dayton R. Duncan was named winner of the William C. Everhart Award. The Everhart Award, named for a former National Park Service chief of interpretation, recognizes a professional for sustained achievements in park or historic site interpretation.

Duncan is the author of ten books, including *Out West: A Journey Through Lewis & Clark's America*, and a contributor to some of documentary filmmaker Ken Burns' most notable series, including *The Civil War*, *Baseball* and *Jazz*. He was writer and producer for the most recent Burns project, *The National Parks: America's Best Idea*, for which he also authored the companion books.

His documentary *Lewis & Clark: The Journey of the Corps of Discovery* drew the second highest ratings in the history of PBS and won a Western Heritage award from the National Cowboy Hall of Fame, a Spur Award from

the Western Writers of America, and a CINE Golden Eagle, as well as many other honors.

Duncan also delivered the annual George B. Hartzog Jr. Lecture following the awards ceremony.

The Natural Resource Program Center has announced the names of the 50 National Park Service areas that will be receiving new Olympus Stylus Tough-8000 cameras for their winning photographs in the recent joint Olympus-NRPC photo contest. This internal photography contest received over 700 photo entries from 64 NPS sites, with most images depicting staff, volunteers and collaborators conducting research and natural resource management activities in national parks or visitors enjoying natural resources in their parks.

These photographs will go into a newly-established NRPC photo library, with accessible, Servicewide digital images which may be used in print publications (i.e. Park Science), on internal and external Web sites, and in other media. These 50 selected photographers will be credited and Olympus will post selections on its public Web site and in other venues.

For a complete list of winners and to view all the publishable photographs, please visit www.nature.nps.gov/PhotoContest/Winners/.

The National Mall and Memorial Parks has launched a new Web site called *Lincoln Memorial Interactive*. Stirring podcasts, accessible on the site, capture the unique and powerful personal connections that some of the National Mall's park rangers have with President Lincoln.

Lincoln Memorial Interactive is the first Web site of its kind for the National Mall and Memorial Parks and represents a major technological advancement for the National Park Service. The Web site allows millions who would not otherwise be able to visit the Memorial to experience President Lincoln's life, legacy, and his continued impact on the life of every American. The Trust for the National Mall is working with the National Park Service to fund a series of similar Web sites for all the monuments and memorials on the National Mall.

To visit the Web site, see: www.nps.gov/linc/index.htm.

National Park Service trails program grants have been awarded for 17 projects where national historic and scenic trails intersect with national parks and other Federal facilities. This year's *Connect Trails to Parks* grant awards total \$873,000. The 17 funded projects restore or improve existing trails and trailhead connections, provide better wayside and interpretive services, encourage innovative educational services, support bridge and trailhead designs, and provide planning services for important trail gateways.

The years 2008 to 2018 are *A Decade for the National Trails* in advance of the 50th anniversary of the National Trails System. Many projects will help the National Park Service, friends groups and others devoted to trails and their related Federal facilities achieve goals associated with this commemorative decade.

More information about the National Trails System and additional information on the projects receiving awards are available at www.nps.gov/nts.

U.S. Fish and Wildlife Service

An extensive public service radio campaign has been launched urging Americans to connect with nature and visit a National Wildlife Refuge. The public service radio campaign consists of eight professionally recorded 60-second spots extolling the sights and sounds of refuges and their efforts to preserve some of these species. Over 3,500 radio stations will receive the first four of these educational messages in November.

U.S. Fish and Wildlife Service's National Conservation Training Center is offering the following courses:

- OUT8127: Public Participation and Informed Consent – Part I
- OUT8162: Education Programs for Youth: School's Out
- OUT8194: Trail Management: Plans, Projects and People
- OUT8184: Media and Outreach Academy (FWS Only)
- OUT8113: Developing and Working with Friends Organizations
- OUT8121: Interest-Based Negotiation
- OUT8101: Public Outreach and Education: Overview and Program Planning
- OUT8118: Conservation Partnerships in Practice (FWS Only)
- OUT8163: Connecting People with Nature through Birds
- OUT8102: Education Program Evaluation
- OUT8116: Grant Writing for Conservation
- OUT8106: Powerful Presentation Tools and Techniques

To view the course announcement visit <http://training.fws.gov/DEO/trng/CoursesOUT.html>. Register online at <https://doilearn.doi.gov/>.

CONVENTION NEWS

Engagement - A Call To Action, 2010 APPL Partnership Convention & Trade Show, February 7-10. Details are available at www.appl.org.

Register for the 2010 APPL convention by DECEMBER 31 for the best savings and a chance to win a San Diego attraction package for two! Register online at www.appl.org and you will be entered into a drawing to receive a special San Diego attraction package,

compliments of the San Diego Convention & Visitors Bureau. The package includes two tickets for a harbor cruise, trolley tour, and Sea World. Pre-convention optional trainings and field trips are filling up quickly so make sure to register early. Download the 2010 Convention Registration Booklet at www.appl.org/Training_Conventions/2010attendees.htm.

Staff and board members of APPL member organizations are eligible for convention scholarships. Please visit the Members' area of the APPL Web site to download an application or request a form by contacting the APPL office. All scholarship applications are due by December 11.

Convention keynoters are guaranteed to inspire and provide you with ideas for action in leveraging partnerships to engage new stewards for our public lands.

- Ruth Coleman, Director of California State Parks, will speak about the critical role partnerships play in helping to address the fiscal challenges and opportunities facing public lands across the country. Using partnership examples from the California State Parks, Director Coleman will provide you with a renewed commitment to public/private partnerships and how you and your partners can rise to the challenges of the 21st century.
- Joe Meade, the new Director of the US Forest Service National Partnership Office, will not only address the importance of engaging the next generation of public land stewards and leaders, but also provide a national model that has been successful in youth and community engagement. Director Meade will highlight the Chugach Children's Forest and how it empowers young people to grow into leaders for our public lands.
- Shelton Johnson, award-winning National Park Service Ranger, will relate his experiences growing up in Detroit and becoming a park ranger to current issues regarding the cultural diversification of public lands. Ranger Johnson debates the argument that some people cannot be reached by the wilderness story, offering reasons why it may seem so, while suggesting ideas how we can change it.

Read more about convention keynoters in the Convention Registration Booklet at www.appl.org/Training_Conventions/2010attendees.htm.

Customize your convention experience by choosing from over 40 educational sessions covering best practices, and the latest trends, tools and resources.

Educational sessions have been organized into five separate tracks:

- Partnerships

- Management and Governance
- Membership and Fundraising
- Education and Outreach
- Sales and Service.

You can follow a specific track or mix and match the sessions you attend. Within the different educational tracks is an additional theme of engaging the next generation with our public lands.

Download the Convention Registration Booklet at www.appl.org/Training_Conventions/2010attendees.htm for detailed information on the educational program and chart out your convention schedule.

APPL will soon be conversing with young public lands leaders and professionals from around the country as it kicks off the development of a new program entitled *Public Lands and You: The Bridge to Tomorrow*. This initiative will form the basis for a network of young professionals, ages 18-35 within our organization who are dedicated to fostering stewardship of public lands, historic sites, and heritage areas through effective nonprofit and community-based partnerships.

Public Lands and You: The Bridge to Tomorrow will begin with an interactive all-day summit on Sunday, February 7, 2010, with sustained follow-up that ideally will continue until the convention's end. This session will continue the momentum established at the *Voices of the Future* summit in 2009 and will address such issues as technology, diversity, and nonprofit success and sustainability.

For more information about *Public Lands and You: The Bridge to Tomorrow*, please contact APPL education coordinator Chuck Benjamin at cbenjamin@appl.org or 301-946-9475, extension 225.

Want to improve your online presence? Would you like to meet with an industry expert to get confidential advice? Private one-hour online presence consultations are available with APPL Training Corps Member, Kimberlee Riley, during the convention. You can discuss any area of your online presence with Kimberlee such as Web site development, search engine optimization; social media plan development, and cross-channel marketing. You may bring up to three individuals from your organization for the consultation. Two time slots are still available for a special APPL member rate of \$125 and \$175 for non-members. Read more about the online presence consultations and download a registration form on APPL's Convention Web site or contact Amy Matthews at amatthews@appl.org for more information.

New to the APPL convention this year? Please join us at a special reception provided exclusively for newcomers on Sunday evening, February 7th from 5:30-6:30pm. This special opportunity will allow you to network with peers who are also new to APPL. Members of the APPL Board, the APPL training Corps, staff and convention program committee will be on hand to welcome you to the convention, get to know you and your organization and share tips on how to maximize your convention experience. You'll also get some tips on making the most of your first convention experience.

Many of the public land management agencies will be presenting their partnership awards during the 2010 APPL Partnership Convention. They include:

- Bureau of Land Management
- National Park Service
- US Army Corps of Engineers
- US Forest Service

Agency awards will be presented during the morning keynotes throughout the week in addition to the presentation of APPL's own Media & Partnership Awards at the closing banquet on Wednesday, February 10.

Buyers - start planning for the trade show now! Over 130 exhibitors are expected in San Diego. Log onto www.ptfassociates.com/secure/appl10/exhibitorlist_alpha.asp to view a list of exhibitors and their show specials. This report updates automatically as companies register so remember to check back often for new listings and specials.

In order to improve efficiencies and effectiveness of vendor relations at the 2010 APPL Convention

Engagement: A Call to Action, we would appreciate your input. The results will be shared with exhibitors during a Webinar in January as well as during the Buyer Forum at the Convention. Anyone involved with the buying or the product approval process may take the survey; participants do not have to attend the trade show. The survey will be posted until January 15 at www.surveymonkey.com/s/F27NP79.

Exhibitors - are you offering show specials? Have you submitted this information yet? If not, you'll want to make sure to update your booth registration with this information as APPL convention buyers are looking for deals as they're preparing for the show. Here's what one buyer informed us,

The one thing that I would stress to all vendors new and old is to make sure they offer some kind of show special and to make sure they get that information to APPL as soon as they can. With the conference so early this year,

I will begin to write my orders in mid January. With limited dollars to spend, I always look at who has the best specials and how I can get the biggest bang for my buck. I don't even write orders any more for the vendors who do not post a show special. I write 90% of my orders 2 weeks before the show. For me, the vendors who only offer free freight (depending on the item and how much I generally need) don't carry as much weight as additional discounts along with the free freight or extended terms.

You can see what's currently posted for your company by viewing the exhibitor list on the convention Web site. Refer to your booth registration confirmation e-mail for directions on accessing your online record to update your product description and show specials. If you have questions or need assistance please contact the registrar at registrar@ptfassociates.com.

Less than 20 booths remain for the 2010 Trade Show. If your company or organization has not yet purchased a booth and would like to exhibit in San Diego, please visit www.appl.org to reserve your booth today! The show is expected to sell out soon so don't delay.

Cloud9 Super Shuttle is offering discounts to APPL attendees and exhibitors traveling to San Diego for our 2010 Partnership Convention and Trade Show. Details on the discount are available at www.appl.org/Training_Conventions/2010lodgingtransportation.htm.

Who are the biggest celebrity residents in San Diego?

Well, some might drop a name like Academy Award-winning actress Geena Davis or quarterback Philip Rivers of the San Diego Chargers. But two of the biggest names, in our view, are from the animal kingdom.

On August 5, the San Diego Zoo welcomed its newest member when giant panda Bai Yun gave birth to her fifth cub, Yun Zi, now a growing, but cuddly little ball of black and white fur. Since his birth, the playful and curious Yun Zi has been one of the most popular attractions at the zoo, with a legion of fans from around the world. (You can visit the delightful young cub at www.sandiegozoo.org/pandacam.) Yun Zi also has plenty of friends at the San Diego Zoo, however, from mainstays like giraffes, tigers, and elephants to more exotic animals like okapi, barasingha, and binturong, all of which make the San Diego Zoo one of the most popular destinations in the Greater San Diego area.

Running a close second to Yun Zi in terms of star power is, of course, the world famous (and multi-talented) Shamu the Killer Whale, a fixture at SeaWorld San Diego. "Performing" in a show that showcases unique killer

whale behaviors, Shamu swims and leaps with his trainers to accentuate the close relationship potential between humans and orcas. To learn more about Shamu and Sea World, visit the Web site at www.seaworld.com/sandiego, or you can drop in on Shamu himself at www.seaworld.com/sitepage.aspx?PageID=375.

FEDERAL UPDATES

The General Accountability Office has issued their report on “swipe” fees that credit card companies collect from merchants and their customers. The report on credit card interchange fees resulted from a study ordered by Congress as part of the Credit Card Accountability, Responsibility and Disclosure Act reform bill signed into law in May. The study addressed issues such as disclosure of interchange fees to consumers, the extent to which the fees drive up prices for consumers, the card industry’s refusal to negotiate over the fees, how much money generated by the fees goes to marketing programs such as travel miles, and ways in which card company contracts block merchants from giving discounts to customers who pay by cash.

Among other conclusions, the GAO found that interchange rates have risen despite Visa and MasterCard claims that they have remained “fairly” constant, that interchange fees drive up prices for consumers, and that consumers could see lower prices if the fees were reduced.

Three major bills that would address interchange are pending in Congress. H.R. 2382, the Credit Card Interchange Act of 2009, sponsored by Representative Peter Welch, D-Vt., would require card companies to disclose interchange rates, terms and conditions, and would give the Federal Trade Commission authority to review interchange and prohibit any practices that violate consumer protection or anti-competition laws. Merchants would be allowed to give cash discounts and set minimum card purchase amounts, and could choose which cards to accept. The Credit Card Fair Fee Act, sponsored in the House as H.R. 2695 by Judiciary Committee Chairman John Conyers, D-Mich., and in the Senate as S. 1212 by Majority Whip Richard Durbin, D-Ill., would require Visa and MasterCard banks to negotiate over interchange fees rather than continue to impose them on merchants on a take-it-or-leave-it basis. If an agreement could not be reached, the Durbin bill would require both sides to submit their final offers to binding arbitration by a three-judge panel appointed by the Department of Justice and FTC. Under the Conyers bill, negotiations would be overseen by the Justice Department rather than a three-judge panel.

The full GAO report may be downloaded at www.gao.gov/new.items/d1045.pdf.

Fiscal year 2009 was a year of tremendous growth for Grants.gov. Detailed information on fiscal year 2009 can be found in the Grants.gov FY2009 Annual Report: www.grants.gov/assets/AnnualReport2009.pdf.

MEMBER NEWS

Discover Your Northwest (DYNW) has completely redesigned their Web site. As a regional association with 34 separate branches partnering with 7 different government agencies, their Web site has to be extremely flexible. Using all kinds of new techniques like RSS feeds they have created a Web environment that functions at whatever level their very diverse group of partners wants to use while promoting DYNW as a whole. By doing it in house they saved at least \$50,000. Take a look at the results by visiting www.discovernw.org

Staff at DYNW has also been busy developing a new Mt. Hood National Forest Trail Map & Hiking Guide created in close cooperation with the Mt Hood NF recreation officers. It includes at-a-glance and detailed descriptions for hiking, mountain biking, and horseback travel on more than 160 miles of trails in Mt. Hood National Forest. The map features trails and Forest Service roads, along with 23 detailed trail descriptions of some of Mt. Hood's best hikes located primarily in the Hood River, Zig Zag, and Barlow Ranger Districts. Learn more about this new product at www.discovernw.org/store_mt-hood-national-forest-trail-map-hiking-guide_18729.html

Lorien Moore is APPL’s new main contact for Friends of Minute Man National Park. Lorien can be reached at lorien.moore@gmail.com.

A \$25,000 donation was recently presented to the Grand Teton Association by Mark Kornmann of the National Park Foundation on behalf of Carole Hays, a Foundation board member. Hays offered her generous donation as a personal thank you to Grand Teton National Park and its employees who conducted a backcountry rescue of her this past summer. Hays’ substantial donation will be used to help establish a new “friends group” in support of the park’s search and rescue (SAR) program based at Jenny Lake - a program that performs multiple SAR operations each year.

Through this donation and the creation of a Jenny Lake Friends Group, a sustainable fund source will be available to support the efforts necessary in maintaining a highly-

trained rescue team and fully-equipped rescue cache. The new Jenny Lake Friends Group will enable Grand Teton to perform and fund vital SAR operations now and into the future.

The Grand Teton Association, the long-term cooperating association and partner of Grand Teton National Park, has accepted Hays' donation on behalf of the park and established a dedicated account for this and other donations that may be directed specifically to support the park's SAR program.

Send your friends on an adventure in the Smokies with the new *Day in the Smokies* application from Great Smoky Mountains Association! Check it out, and become a fan at www.facebook.com/apps/application.php?id=148739194157.

The National Association for Interpretation (NAI) presented their annual awards at their national workshop in November. These included NAI's Professional Awards, Interpretive Media Awards, and Magazine Awards. APPL members recognized for their achievements in the Interpretive Media Awards included **Alaska Geographic, Eastern National, Grand Canyon Association, and Point Reyes National Seashore Association.** A list of all the winners can be found at www.interpnet.com/media/email/email_awards09.html.

Western National Parks Association has published *Taco Table*, a southwestern cookbook by Lois Ellen Frank. A professional chef who also has a master's degree in cultural anthropology, Frank spices her recipes with history and culture.

Some of the tastiest dishes in the world developed from the blending of the indigenous American and Spanish cultures. Fifteen large color photos show readers how to prepare and present this easy-to-make cuisine while *Taco Table* gives straightforward directions and handy tips to keep every cook on course. The stay-flat spiral binding adds even more value to this cultural cookbook.

You can order *Taco Table* from Western National Parks Association by contacting Roger Downey at 888-569-7762 or email roger@wnpa.org.

FUNDING OPPORTUNITIES

Applications are invited for American Hiking Society's 2010 National Trails Fund. The Fund is the only privately supported national grants program that provides support to grassroots organizations working to establish, protect, and maintain foot trails in the United States. The

grants are designed to give local organizations the resources they need to secure access, volunteers, tools, and materials to repair and protect America's hiking trails. To date, American Hiking has granted nearly \$382,000 to 105 different trail projects across the U.S. for land acquisition, constituency building campaigns, and a variety of trail work projects. Awards typically range from \$500 to \$5,000 per project. Visit www.americanhiking.org/Our-Work/National-Trails-Fund/Application/ for complete program information. The application deadline is December 15

The Temper of the Times Foundation promotes the use of standard marketing concepts to increase environmental awareness. The Foundation provides funds to underwrite advertising designed to promote wildland ecosystem conservation and restoration in the United States. Grants ranging from \$5,000 to \$15,000 may be used to fund the production of print, radio, or television ads; to pay for advertising space or airtime; or to produce or distribute pamphlets, books, videos, or press packets. Applications must be submitted via email by December 14. Guidelines for developing application documents are available at www.temperfund.org.

The Environmental Protection Agency's Environmental Education Grants provide funds to environmental education projects that enhance the public's awareness, knowledge, and skills to help people make informed decisions that affect environmental quality. Details are available at www07.grants.gov/search/search.do?&mode=VIEW&flag2006=false&oppId=50030.

The Five-Star Restoration Matching Grants Program, an initiative of the National Fish and Wildlife Foundation, supports community-based wetland, riparian, and coastal habitat restoration projects throughout the United States. Grants ranging from \$10,000 to \$40,000 are provided to projects that build diverse partnerships and foster natural resource stewardship through education, outreach, and training activities. Partnerships should include at least five organizations (nonprofit organizations, government agencies, educational institutions, businesses, etc.) that contribute to project success through funding, land, workforce support, technical support, and/or other in-kind services. Projects that can leverage the amount of funds requested with significant cash or in-kind contributions from project partners are given priority. The application deadline is February 11, 2010; an online webinar for potential applicants will be offered on December 10. Visit www.nfwf.org/AM/Template.cfm?Section=Charter_Progr

[ams_List&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=30&ContentID=14123](http://ams.List&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=30&ContentID=14123) to download the 2010 Request for Proposals.

The Captain Planet Foundation supports hands-on environmental projects for youth throughout the world. The Foundation is interested in funding innovative programs that empower children and youth to work towards solving environmental problems in their neighborhoods and communities. All funded projects must involve young people ages 6-18 (elementary through high school). Nonprofit organizations and public schools worldwide are eligible to apply for grants of \$250 to \$2,500. Applications are reviewed quarterly; the upcoming deadline is December 31, 2009. Online application guidelines are available at www.captainplanetfoundation.org.

Wildlife Forever preserves America's wildlife heritage through conservation education, preservation of habitat, and management of fish and wildlife. Grants from Wildlife Forever support habitat restoration and acquisition, research and management, and educational projects throughout the United States. Special emphasis is placed on grassroots programs that involve local conservation, sportsmen's, or outdoor recreation groups. All Wildlife Forever grants are challenge grants, and funds must be matched on at least a one-to-one basis. The application deadlines for 2010 are January 1 and July 1. Visit www.wildlifeever.org/grants/overview.aspx to review the grantmaking criteria and download the application forms.

National Endowment for the Humanities' *Interpreting America's Historic Places: Planning Grants* provide funds for public humanities projects that may need further development before applying for implementation. Learn more at www07.grants.gov/search/search.do?&mode=VIEW&flag2006=false&oppId=49849.

National Endowment for the Humanities' *Interpreting America's Historic Places: Implementation Grants* provide funds for the final preparation of a project for presentation to the public. Details are available at www07.grants.gov/search/search.do?&mode=VIEW&flag2006=false&oppId=49850.

Applications for the 2010 *Do Something Awards*, which honor community volunteers age 25 and younger, are now being accepted. Five winners will receive a minimum of \$10,000 in grants and scholarships. Of those five winners, one will be selected as the grand-prize

winner and receive a \$100,000 grant. Applications must be submitted online by December 15. Additional information is available at www.dosomething.org/programs/awards.

Applications for grants of up to \$15,000 each from the National Museum of the American Indian's Indigenous Contemporary Arts Program, for exhibitions, installations, publications, and critical writings that increase the knowledge, understanding, and appreciation of contemporary Native American arts are being accepted until January 15. Nonprofit or education-based organizations are eligible for these funds. Individuals and unincorporated groups must apply through an eligible nonprofit organization. Additional information is available on the NMAI Web site: www.americanindian.si.edu/icap/exhibitions.html#apply.

EVENTS AND OPPORTUNITIES

February 2010

Engagement - A Call To Action, 2010 APPL Partnership Convention & Trade Show, February 7-10, San Diego, CA. Visit www.appl.org and register now.

April 2010

Moving Forward – Museum Store Association Retail Conference & Expo, April 17 – 19, Austin, TX. Visit www.museumstoreassociation.org/ConfExpo/expo.cfm for more information and to register.

November 2010

PubWest 2010, November 4-6, La Fonda in Santa Fe, NM. Visit www.pubwest.org to learn more.

An Interpretation Oasis - 2010 NAI National Workshop, November 16-20, Las Vegas, NV. A Call for Presentations will be posted soon at <http://interpnet.com/workshop/>.

February 2011

2011 APPL Partnership Convention & Trade Show, Hyatt Regency Dallas, February 20-23, Dallas, TX.

MARKETPLACE

Featuring donors to APPL's Vendor Support Program (VSP). View a directory of all our VSP donors at www.appl.org/Vendors/vsp_directory.htm.

VSP Benefactors

Visited by over 1/2 a million people every year, Colorado's 58 peaks above 14,000', affectionately known as "14ers," are enjoyed by seasoned mountaineering experts and weekend explorers alike. National Geographic's Trails Illustrated cartographic team has been publishing the most detailed and robust trail maps available for the 14ers and premier outdoor destinations worldwide. These maps for the 14ers are now available in a new software product -- *Colorado 14ers Trails Illustrated Explorer* - featuring easy-to-use tools designed specifically for the needs of a 14er adventurer. Learn more at www.natgeomaps.com/co14ers_explorer.

National Geographic Maps is pleased to announce seven new Trails Illustrated trail map titles for Arizona including three new Grand Canyon National Park maps and four new titles for Tonto National Forest. All three titles are completely new, and have been developed in conjunction with local land management agencies including the National Park Service, Bureau of Land Management, **Grand Canyon Association**, Kaibab National Forest, and the Grand Canyon Field Institute. No other map set for the park provides the coverage, detail, or up-to-date information contained in National Geographic's new Grand Canyon Trails Illustrated maps.

Four new Trails Illustrated map titles for Tonto National Forest contain easy to read trails, numbered forest service roads, campsites, access points, scenic points-of-interest, and important facilities.

Visit www.natgeomaps.com for complete details.

Your True Nature from Fort Collins, Colorado introduces eight new "Advice" collections.

- PRAIRIE, WOODLAND, and WETLAND have created their new habitat advice, increasing the ability to merchandise them paired with the animals that live in them, a very interpretive approach that makes use of the "teachable moment".
- OTTER comes playfully onto the scene and BISON roams into our ever-expanding line.
- Advice from a CAMPFIRE adds a new helpful Fire Safety Message.
- Advice from the MOON fills the space next to Advice from the Night Sky.

- Advice from a VOLCANO is sure to be a hot seller this season. Wildflower, Lake, list pads and gift packs have been added to the line.

Great interpretation emerges from that place where nature and human nature connect. Advice from Nature® bookmarks, postcards, journals and posters have great interpretive value, and the public loves them. These products help to reinforce the educational objectives of natural sites across our great country. They donate 10% of sales of Advice from the Night Sky to International Dark Skies Organizations to promote dark skies programs and many Advice are designed to further the goals and initiatives of our national, state parks and monuments.

Visit www.YourTrueNature.com or e-mail Bloom@YourTrueNature.com (Deb) or call 800-992-4769 they'd love to hear from you!

VSP Contributors

Schleich Toys are so true to life they are almost real!

Discover their new 2010 Forest Life figurines where Nature is the unlimited inspiration for their new creations. All Schleich animals are modeled by nature and intricately painted by hand making them the natural first choice of parents and children alike.

There are few toys that can say they are truly global and Schleich's natural play qualities make it one of the very few toys that can be collected and played with by children of all ages. Highly original and available in many natural shapes and forms, their toys educate children to be in tune with the world and their environment. To learn more visit www.schleich-s.com or contact them at scheich@schleich-s.com.

POSITIONS AVAILABLE

Additional position listings may be found at www.appl.org.

The USDA Forest Service Office of Conservation Education is seeking an Assistant Director for Conservation Education, a GS 301-14 position, located in Washington DC. This position is open both internally and externally. The conservation education staff is located under the State and Private Deputy area. The Assistant Director aids the Director of Conservation Education in leading the Forest Service Conservation Education Program including significant managerial and supervisory responsibilities for the national staff.

Major duties include, but are not limited to: assessing program effectiveness, determining the need for written policies and procedures, directing the capture, reporting and analysis of statistical data, integrating results of various studies and analyses into comprehensive findings,

reports and technical papers, serving as a national authority on educational program/project planning, and providing expert advice and guidance on broad projects and programs which have national interest.

Skill sets include mastery of Methods of Science, Social studies, and Environmental Education (EE). Mastery of a wide range of methods for the assessment, evaluation and improvement of complex programs, including EE for Early Childhood and Elementary Education. Skills to oversee, plan, organize and implement programs including EE curriculum development, process and development of lesson plans, teaching strategies and assessments and evaluation of new programs.

For more information contact: Safiya Samman, Director, Conservation Education at 202-205-1241 or e-mail ssamman@fs.fed.us. The announcement closes December 21.

RESOURCES

Additional resources are available at www.appl.org/Links/links.html. Suggest a resource by e-mailing appl@appl.org.

The nonprofit field isn't going to simply bounce back a few years from now to the state it was in before the recession. That's the message behind a new report by La Piana Consulting, which explores five trends that are hastening the emergence of a new nonprofit landscape.

Those trends are:

- Shifting demographics.
- Technological advances.
- New ways to collaborate.
- Greater interest in service.
- Blurred lines between nonprofit and for-profit.

The report, which was paid for by the James Irvine Foundation and the Fieldstone Alliance, examines what nonprofit groups can do to thrive in this new reality.

Download the full report at www.irvine.org/images/stories/pdf/eval/convergencereport.pdf.

The Brookings Institution Press recently published *Repairing Paradise: The Restoration of Nature in America's National Parks* by William R. Lowry. *Repairing Paradise* focuses on ambitious efforts to reverse environmental damage in four national parks: Yellowstone, Yosemite, Everglades and Grand Canyon. Read more about the book at www.brookings.edu. Request a review copy by e-mailing ssoldavin@brookings.edu.

A new survey finds that social-networking sites have not proven to be effective ways for charities to attract new supporters. The survey asked more than 250 charities with budgets between \$1-million and \$5-million about their use of online social technologies, such as Facebook and Twitter.

Produced by the online journal *Philanthropy Action*, the study found that 85 percent of groups said they had attracted fewer than 25 volunteers or did not know how many they had recruited. Seventy-four percent said they had raised less than \$100 or did not know how much they had received as a result of their social-networking efforts.

Even though few of the groups reported much success with social-media tools, they expected to devote more time to them in the future. Seventy-three percent said they intended to use social-networking sites more often.

The survey, *Social Networking in Mid-Sized Nonprofits: What's the Use?*, is available on www.philanthropyaction.com.

According to a new survey, while nearly eight in 10 people who use online media think that companies and nonprofit organizations should use the technology to raise money and awareness for causes, fewer than one in five have made a donation using the tools. In September, Cone, a Boston marketing firm, asked 587 people who use new media about how they employ the technology to interact with companies and nonprofit organizations. Nearly three-quarters of Americans said that new media raise their awareness about causes but do not motivate them to help. Thirty-nine percent said they didn't trust that their efforts would actually help the cause.

To read the report, go to: www.coneinc.com/research.

Idealware's December lineup of live online seminars give you the information you need to start the New Year right. Their live seminars are capped at 25 participants, so you'll have lots of opportunity to ask questions and get just the information you need. All you need is an Internet connection and a phone line to participate. Each of these seminars is only \$40 per participant for a 90-minute workshop.

Check out www.idealware.org/online_seminars for more information. Visit www.idealware.org/online_seminars/recordings.php for a full list of on-demand recordings.