



*Supporting Education
and
Stewardship*

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**MARYLAND
NONPROFITS**



**STANDARDS FOR
EXCELLENCE**

Newsire 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 Newsire. E-mail us at appl@appl.org with any comments or suggestions for updates or improvements to this publication.

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

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

Newsire

APPL NEWS

APPL Members – please send copies of your 2009 annual reports. The information these reports provide helps APPL staff keep up to date with your projects and programs and assists us in our efforts to provide representation, training, and information. Reports may be mailed to our office or sent electronically to appl@appl.org.

The next issue of Newsire will be devoted to *Engagement: A Call to Action*, our 2010 Public Land Partnership Convention & Trade Show. Convention related articles should be submitted no later than Thursday, January 21. The issue will be published the week of January 25. Please send articles as a Word document attached to an e-mail to nkkotz@appl.org.

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 for details.

Have you made your travel arrangements for *Engagement: A Call to Action*? Why not book your airline reservations through APPL's Travel Web site and lend some support to us at the same time. Visit www.yttravel.com/appl and book your reservations today.

NEWSBITS

Wilderness.net has launched its first social networking site, <http://connect.wilderness.net>, through the partnership of the Arthur Carhart National Wilderness Training Center, Aldo Leopold Wilderness Research Institute, and the University of Montana Wilderness Institute.

The goal of this social network is to connect federal wilderness managers, related state and local government agency employees, academics, researchers, K-12 educators, and wilderness-related non-governmental organizations around the topic of wilderness management and stewardship. Currently, it is the only social network specifically connecting wilderness professionals, managers, and educators.

Connect.wilderness.net is designed to facilitate conversations about pressing wilderness issues among federal wilderness managers and their partners. For additional information about this members-only social networking site and information on how to obtain membership, go to <http://connect.wilderness.net>.

Of the 33 foundations that reported making grants of at least \$5million in 2008, several directed the big awards to environmental causes, with seven of those grants focusing on slowing climate change.

The William and Flora Hewlett Foundation, the McKnight Foundation; and the David and Lucile Packard Foundation have pledged approximately \$1 billion over the next five to 10 years to support the work of the ClimateWorks Foundation. ClimateWorks makes grants to like-minded organizations that are working to press governments, businesses, and others to adopt policies to slow down global warming.

The Alliance for Climate Protection established by former Vice President Al Gore in 2006 also received two of 2008's largest single grants. The Skoll Foundation paid \$10 million and the Soros foundations contributed \$5-million to the alliance, which is spearheading the We Campaign, an advocacy campaign with the goal of switching 100 percent of the country's electrical grids from fossil fuels to solar, wind, and other clean-energy sources within the next 10 years.

Two other large grants went to the Energy Foundation which inspired the creation of the ClimateWorks Foundation and serves as its partner in the United States. The Energy Foundation is using the money to advocate energy-efficient building codes, appliance standards, and building technologies. The group is also using the grant to encourage policies that can make investing in energy efficiency and renewable-energy production more profitable for American utility companies, and to foster "green building" activities in China.

New philanthropic dollars for climate-change issues have also been pledged by the Rockefeller Foundation, which announced a five-year, \$70 million commitment to devising ideas that can help people, particularly in developing countries, adapt to the shorter-term effects of global warming. The money will support the new Asian Cities Climate Change Resilience Network, which is designed to help urban areas in Asia cope with the potentially catastrophic effects of climate change.

A 2008 Rockefeller grant of more than \$5.3-million went to the Institute for Social and Environmental Transition, in Boulder, CO, to help national and local members of the network create and share ways to prepare for climate-related disasters in cities in India, Indonesia, Thailand, and Vietnam.

There are still spots available in all three Education Online Courses offered through the University of Wisconsin – Stevens Point for the spring 2010 semester.

Fundamentals of Environmental Education

Spring 2010 course dates: February 1 – April 23

Summer 2010 course dates: June 1 – August 20

To learn more, visit the course Web site:

www.uwsp.edu/natres/eetap/fee_course_page.aspx.

Making EE Relevant for Culturally Diverse Audiences

Spring 2010 course dates: February 1 – April 9

Summer 2010 course dates: June 1 – August 6

To learn more, visit the course Web site:

www.uwsp.edu/natres/eetap/makeEErelevant.aspx

Applied Environmental Education Program Evaluation

Spring 2010 course dates: February 1 – April 30

Summer 2010 course dates: June 1 – August 27

To learn more, visit the course Web site:

www.uwsp.edu/natres/eetap/aepe_course_page.aspx

Scholarships are also available for the courses. Please go to www.uwsp.edu/natres/eetap/scholarships.aspx for more information.

The winners of the ninth annual National Public Lands Day Photo and Video Contests have been selected. The 2009 theme was *Volunteers in Action* and showcases the tremendous efforts of NPLD volunteers working to improve our public lands.

The winning photos and videos are displayed on www.publiclandsday.org and may be used in next year's promotional materials.

The National Park Trust (NPT) has launched a new child-centered e- newsletter, *Buddy Bison's Buzz*. NPT created the *Buzz* to nationally showcase students' work and adventures with Buddy Bison. The *Buzz* is written by and for children, many of whom are participating in the Where's Buddy Bison Been? School Pilot Program, which is now in 17 schools across the country.

The first edition of the *Buzz* will include a student interview with Department of Interior Secretary, Ken Salazar, stories of service projects with Buddy Bison and essays on national parks. Stay current on the children's perspective of parks and the environment by signing up for the *Buzz* at www.parktrust.org.

National Park Foundation is pleased to announce the release of the *National Park Owner's Guide 2009*.

Download your copy at www.nationalparks.org/explore/.

AGENCY NEWS

“US Topo” is the next generation of topographic maps from the U.S. Geological Survey. Digital US Topo maps are designed to look, feel, and perform like the traditional paper topographic maps for which the USGS is so well known. However, in contrast to paper-based maps, US Topo maps provide technical advantages that support faster, wider public distribution and enable basic, on-screen geographic analysis for all users.

Further information about how to download and use US Topo, currently available coverage, and the timetable for production of US Topo maps can be found online at: <http://nationalmap.usgs.gov/ustopo>.

Public feedback about US Topo will assist the USGS in improving the US Topo concept. Send comments to: http://nationalmap.usgs.gov/ustopo/ustopo_feedback.

The Department of the Interior's learning management system, DOI LEARN, is scheduled to upgrade to the latest version of the current vendor's product near the end of February. New features will include a consolidated employee home page with links to the user profile, an advanced catalog search, developed learning plans automatically assigned to new accounts, links to supporting resources and, through an increased ability to independently configure the system, changes to the user interface can be accomplished quickly.

A newly revamped certification module will require only a single learning plan for many courses that are required for annual certifications, and there will be no need to self register for courses or be manually assigned a different offering every year.

Bureau of Land Management

After 33 years with the Federal Government, Amy Galperin has retired as BLM National Lead for Interpretation. In 1993 Amy became BLM's first National Lead for Interpretation. She started her BLM career as the California State Lead for Interpretation. She also worked for the Corps of Engineers, the US Forest Service and the National Park Service. Before her Federal career Amy worked for the New York State Department of Environmental Conservation and New York City Department of Parks specializing in environmental education and interpretation. She started doing interpretive programs as a "nature guide" for the Girls Scouts while in High School and since then has worked in interpretation every year. She will continue her involvement in the interpretive profession as Secretary for the **National Association of Interpretation**. Professionally Amy has been a member of interpretive associations since 1974 and a Founding member of National Association of Interpretation serving on many committees and as an officer.

National Park Service

The National Park Service has announced the following personnel changes:

- Cassius Cash has been selected as the new superintendent of Boston National Historical Park and Boston African American National Historic Site. Cash will assume his new post this month. He succeeds former superintendent Terry Savage, who retired.
- Sheri Forbes, currently Chief of Interpretation and Education at Glacier National Park, has accepted the position of Pacific West Region Chief of Interpretation and Education.
- Don Hellmann has been named Assistant Director for Legislative and Congressional Affairs.

- Tim Cash has been selected as chief of the new OCIO Web Content Services Division.
- Kate Richardson, currently superintendent of San Francisco Maritime National Historical Park, will be joining the Office of the Assistant Director, Workforce Management, to serve as the workplace enrichment program manager. She will provide leadership for a joint effort with the National Parks Conservation Association's Center for Park and will lead the Workplace Enrichment team.
- Karen Taylor-Goodrich has been selected as the new superintendent of Sequoia and Kings Canyon National Parks. She will assume her new responsibilities in February.
- Tom Medema has been selected as the chief of interpretation and education at Yosemite.
- Jerry Eubanks has retired after serving as superintendent of Gulf Islands National Seashore since 1984.
- Sean J. McGuinness has been selected as the new superintendent of Upper Delaware Scenic and Recreational River. McGuinness will assume his new post in February. He succeeds former superintendent Vidal Martinez, who was selected as Prince William Forest Park's superintendent last October.

The President's Committee on the Arts and the Humanities (PCAH) and the National Park Service (NPS), jointly have awarded of \$9.5 million in Save America's Treasures grants. With these funds, 41 organizations and agencies will act to conserve significant U.S. cultural and historic treasures, which illustrate, interpret and are associated with the great events, ideas, and individuals that contribute to our nation's history and culture. Save America's Treasures is marking its 10th anniversary, and it has made more than 500 competitive grants.

Additional information on the Save America's Treasures program can be found on the PCAH Web site at www.pcah.gov, and the NPS Web site at www.nps.gov/history/hps/treasures/.

The National Park Service is awarding \$46.5 million in historic preservation grants to 59 states and U.S. territories. The National Park Service will administer the grants through a fund established under the National Historic Preservation Act. The grants can be used through September of 2011 for historic property inventories, resource protection planning, nominations for the National Register of Historic Places, monitoring Federal historic preservation requirements, technical assistance for those seeking to preserve and protect historic resources,

assisting local government preservation programs, and acquisition or development of historic properties.

The funds will be distributed to all 50 states, the District of Columbia, the U.S. Territories, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau based on a formula that considers the size, population, and number of historic properties of each area.

USDA Forest Service

The U.S. Forest Service and the National Forest Foundation are teaming up to take kids beyond four walls and into their backyard, ensuring that today's children know what it is to grow in the open air. Robert Bateman, renowned wildlife artist, has created *Family Hike* to benefit programs that provide outdoor fun and nature education experiences for kids. His painting celebrates the joy of the land and commemorates special places shared across generations. Limited-edition, signed prints are available through *Plow and Hearth*, with all proceeds supporting programs that connect kids with nature. Visit

www.plowhearth.com/product.asp?section_id=0&department=0&search_type=normal&search_value=family%20hike&cur_index=&pcode=11138 to learn how your purchase can support this effort.

U.S. Fish and Wildlife Service

Jim Burkhart, supervisory visitor services specialist at Okefenokee National Wildlife Refuge has been honored with the 2009 Sense of Wonder Award.

Burkhart facilitates a dynamic environmental education program, combining science, writing, natural and cultural history, art and digital photography for more than 3,000 students each year. More than 400 teachers receive environmental education training so that they can carry their skills back to the classroom.

The "Sense of Wonder" recognition celebrates a legacy started by Rachel Carson whose book, *A Sense of Wonder*, illustrates the essence of emotional training necessary for natural resource appreciation, yet is written by a staunch scientist and champion of the health of our environment.

What is wildlife habitat? What kind of habitat do certain animals need? How can children help?

Youngsters can learn the answers to those questions and many more in the pages of a new National Wildlife Refuge System Coloring Book, designed for children in grades 2-3.

A copy of the coloring book may be downloaded for free at www.fws.gov/refuges/kids/ or can be purchased by calling 800-344-WILD.

CONVENTION NEWS

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

Take advantage of optional convention trainings to maximize your travel and professional development budget. If you haven't already registered for a pre/post convention training it's not too late. Send a fax to the APPL Registrar at 304-724-3007 with your name, optional training you'd like to add to your registration, and payment information. There are a wide variety of topics to select from for reasonable registration rates ranging from \$90 - \$175:

- **Experiencology: Eight Steps to Better Visitor Experiences** – This full-day workshop will help you find ways to improve return visitation, lengthen stay times, and increase per capita spending. Geared towards front-line staff, management, store staff, volunteers, and board members, this workshop will increase your understanding of the relationship between attendance and great visitation.
- **Crystal Cove State Park Historic District Field Trip** – Go back to an "Oasis in Time" as you explore the strategies of this unique public/private partnership as a model for excellence in public land management. If you're looking for new ideas on ways your nonprofit can support your public land partner through advocacy, fundraising, and educational outreach programs then you won't want to miss this trip to the beach.
- **Developing a Social Media Plan that Meets Your Mission and Increases Revenue** – This afternoon workshop will help you develop a social media plan which will provide educational information about your organization and mission, engage your audience, and increase your fundraising and retail revenues.
- **USACE Partnership Training** – This post-convention day and a half training is appropriate for US Army Corps employees at all levels and associated partners. Come learn about the latest efforts by your peers to leverage partnership dollars and resources. This training is intended to benefit Corps projects with existing partnerships as well as those starting new ones. Learn more about these optional convention trainings by downloading the complete registration booklet at www.appl.org. Questions? Contact Amy Matthews at amatthews@appl.org.

The planning committee has been formed and APPL has launched its new program *The Bridge to Tomorrow*, an initiative that will form the basis for a network of young leaders, ages 18-35, who are

dedicated to fostering stewardship of public lands, historic sites, and heritage areas. The committee of ten, which includes public lands professionals, advocates, and students from throughout the country, 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.

The planning conference calls commenced in December and will continue until the APPL convention in San Diego in February, where the committee will convene at a summit with a more concrete agenda in tow. The format of the summit and follow-up, as well as topics covered, will largely be dependent on the committee's collective input.

Want to know who's registered for *Engagement - A Call to Action*? Check out the attendee list posted to www.appl.org and use it to start your networking before you arrive.

Not on the list? Regular registration will be open until January 15. Visit www.appl.org/Training_Conventions/2010%20index.html to learn more about the convention and register today!

If you haven't already participated in our online Buyers Survey we encourage you to take a few minutes and provide your feedback. This survey is being conducted to help improve efficiencies and effectiveness of vendor relations and the information you provide will be shared with APPL trade show vendors in a webinar later this month.

If you haven't already responded to the survey visit www.surveymonkey.com/s/F27NP79 before January 15 to participate.

Begin shopping the 2010 Trade Show before you arrive in San Diego. Visit www.appl.org/Training_Conventions/2010tradeshow.htm to find the most up to date listing of exhibitors and their show specials and start preparing those purchase orders before you leave for San Diego!

Make an investment in the future of nonprofit partners by donating to the 2010 APPL Education & Scholarship Auction. Silent auction proceeds support the APPL Education and Scholarship Fund, which provides scholarships for staff and board members of APPL member organizations to attend our annual convention and other trainings throughout the year. And what better way to support this profession than by donating opportunities, products and services that showcase public lands and enable auction winners to have unique public land experiences. Work with your partners to package

exclusive experiences such as offering an educational program and include dinner with your board/staff, hosting a board meeting for another association at your site, or arranging a special behind-the-scenes tour with the Chief of Interpretation or Superintendent. Other popular items that receive top bids include gift certificates, handmade crafts and jewelry. Bidders also like items that are compact, unbreakable, and light weight for ease of shipping and travel. Help ensure professional development opportunities for APPL members by downloading and submitting your donation form today. A separate form for each donation item should be submitted by January 8 for inclusion in the printed auction program distributed on-site. You can download a form with submission instructions at www.appl.org/Training_Conventions/2010auction.htm.

As the APPL convention draws near, we'll all need a little help knowing what to pack. Shorts or long pants? Sweaters or shirt sleeves? Sandals or sneakers? Although we don't know your particular propensity for getting chilled or heated up, we know that you should be quite comfortable with the San Diego climate. With an average annual daily temperature of 71 (57 nightly), the February figure doesn't vary far from that benchmark. Daily temperatures in February hover around 66, while slightly chillier nighttime temperatures average 50. And, yes, San Diego enjoys sunshine 72% of the time in February.

So, what to do in this amazing weather with your free time? Whether you prefer to visit the beach, take a stroll through history in the Gaslamp Quarter or Old Town, drop in on the city's popular museums, make an outing to attractions like the world-famous San Diego Zoo or Sea World (see the December edition of *NewsWire*), or partake of the area's lively nightlife, there's always something to do in "America's Finest City." For more information, visit www.sandiego.org.

FEDERAL UPDATES

The Internal Revenue Service (IRS) has set the standard mileage rates for 2010. The rates are used to calculate the deductible costs of operating a vehicle for business and charitable purposes. Beginning January 1 the standard mileage rates will be 50 cents per mile for business and 14 cents per mile for charitable work. The new rates are slightly lower than last year's rates, reflecting generally lower transportation costs compared to a year ago.

OMB Watch has released a beta version of a new database on FedSpending.org that gives the public improved access to and searchability of Recovery Act recipient report data. The database allows users to search more than 160,000 reports from recipients of almost \$159 billion in Recovery Act contracts, grants, and loans awarded between February 17 and September 30. The database is available at www.fedspending.org/rcv.

The House of Representatives has passed a bill that would permanently keep the estate tax at current levels. The approach is one that many charities have been seeking because they say it will help them appeal to donors.

The Senate has not yet voted on estate-tax legislation.

Under the current estate-tax law, heirs in 2009 can exempt \$3.5-million from taxes (\$7-million for couples), with amounts above that taxed at 45 percent.

In 2001 Congress passed the current estate-tax law, which gradually phases out the tax through 2009 and repeals it for 2010.

In 2011 the current law is set to expire and estate-tax levels that applied years earlier (an exemption of \$1-million and a tax rate of 55 percent) will go back into effect unless Congress takes action.

MEMBER NEWS

Applications are available for the 2010 Boyd Evison Graduate Research Fellowship. Supported by donations to the **Grand Teton Association**, the Evison Fellowship provides whole or substantial support for new graduate studies that increase public awareness of the importance of science to parks and of parks to science. Fellowships average \$5,000 to \$10,000 per project and may include housing at Grand Teton. In addition to a summary report or publication, students will be expected to provide one or more educational products to communicate information beyond the scientific audience. Applicants are encouraged to submit proposals for research of the intangible and disappearing attributes of Grand Teton and Yellowstone national parks, the John D. Rockefeller, Jr. Memorial Parkway, and public or private lands surrounding the Greater Yellowstone Area.

Applications must be postmarked by February 12; the recipient will be announced on April 15. For further information or to request an application, please write to Boyd Evison Graduate Fellowship, Grand Teton Association, P.O. Box 170, Moose, Wyoming 83012. Applicants may also phone Jan Lynch, executive director of the Grand Teton Association, at 307-739-3406, or

Grand Teton National Park Chief of Science and Resource Management Sue Consolo Murphy at 307-739-3481.

Jefferson National Parks Association will be moving their offices at the end of January. Please note that after January 31 their address will be:

1 Memorial Drive
Suite 1900
St. Louis, MO 63102

NPCA is helping to lead a new *Choose Clean Water* coalition, advocating for federal policies to protect and restore local water quality at dozens of national parks in the region and in the Chesapeake Bay. If you are interested in being involved in this effort, be sure to register for the first annual Choose Clean Water Conference in January in Washington, DC. Visit www.choosecleanwater.org/cms/conference for registration details.

The Roosevelt-Vanderbilt Historical Association has redesigned their Web site. View the results at www.rooseveltvanbilt.org.

The San Juan Mountains Association (SJMA) was nominated and selected as one of three finalists to receive the prestigious *Non Profit of the Year Award* by the Durango Chamber of Commerce. The award will be presented at the Durango Chamber of Commerce Annual Awards event *Durango Rocks* held the evening of January 14th at the Community Concert Hall at Fort Lewis College. Congratulations SJMA!

Western National Parks Association (WNPA) honored Pecos National Historical Park's Chief of Interpretation, Christine Beekman, and the staff at Padre Island National Seashore with a Superior Performance Award last month. Beekman was recognized for her exemplary work partnering with WNPA to create a full-color trail guide for the opening of a new area of the park where the most significant Civil War battle in the western United States was fought. Beekman also played a key role in a redesign and update of WNPA's general interpretive publication for the park. The Superior Performance Award included \$500 added to WNPA funds already available to the park for interpretation, education, or research at the park.

Padre Island National Seashore was honored for the park staff's outstanding cooperation with WNPA to produce a film and DVD about the park's hatchery program to restore the endangered Kemp's ridley turtle, publish *The Gulf Breeze* newspaper, and to create a new Junior Ranger booklet. A \$500 donation went to the park for

interpretation, education, or research as a result of the Superior Performance Award.

VENDOR SUPPORT NEWS

GeoQuest Technologies is our newest VSP Benefactor. GeoQuest helps destinations "tell their story". They provide interpretive tools for mobile devices such as the iPhone, BlackBerry and Android phones. They have developed guided tours of national parks and other destinations that are available for sale on iTunes and other online application stores. They also help destinations with a retail option of renting out iPhones with the tours on the device. Learn more about GeoQuest at www.geoquesttech.com.

FUNDING OPPORTUNITIES

National Endowment for the Humanities is accepting applications for the following grant programs:

America's Historical and Cultural Organizations Planning Grants - This program provides funds for pre-implementation planning which can include multiple projects.

America's Historical and Cultural Organizations Implementation Grants - This program provides funds for the final preparation of a project for presentation to the public in multiple formats. Projects that make innovative use of emerging technologies are encouraged.

Details on how to apply are available at www.grants.gov/search/search.do;jsessionid=TGQYLCrWqG621CTNsYRv44hJfhkfKX9K2LVwbG2QYKsMJqJ8TynK!-1179711943?mode=AGENCYSEARCH&agency=NEH.

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 today.

March 2010

2010 Refuge Friends "Fly In" and Hill Rally, March 9, Washington, DC. Log onto www.refugeassociation.org/new-publications/fldec09.html#TOC09 for more information.

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

Visual impact is a huge aspect of retail merchandising. Buyers entering a store are greatly influenced by what they see in the first split second. Modular or component fixturing, like those available from **Corman & Associates**, becomes the answer to getting the biggest bang for your buck and to stretching the already thinning visual merchandising and store remodeling budget. When there is an opportunity to refresh, component fixturing provides the greatest flexibility and increases the lifespan of fixtures, as well. Simple changes and creative reconfiguration extend the longevity of the fixtures. Once you have made the initial investment in modular fixtures, you can add one or two additional components as the budget allows to refresh your store. Also, add accessory elements to increase functionality and create a whole new experience. Integrate lighting, sound or graphic displays to further maximize value. Repurposing current fixtures or adding a furniture piece can create a whole new focal point without a major investment. Consider a more eclectic design using old and new as a design solution that is easy on a small budget.

More information about Corman & Associates and their line of retail furnishings can be found online at www.cormans.com.

All year long Your True Nature has been seeing the Advice from Nature line grow and now they have over 60 different types of Advice! All are made of recycled paper and 100% replanted with new trees! This year they have added *Otter, Volcano, Moon, Campfire*, the habitats

of *Woodland, Wetland and Prairie* and their new *Advice from a Bison*.

Check out their new Web site and Web store at www.yourtruenature.com for the story of how it all began and useful tips on how you can live Your True Nature. New mini matted prints, gift packs, t-shirts and of course their Web special discounts when you order in multi-packs. Enter the discount code: EB09 at checkout to receive an additional 10% off on your entire order.

Use this same discount code to get 10% off at their *eCard That Plants a Tree* site www.treegreetings.com. This would put your price at less than \$6 each when you send six or more. An 18" - 24" tree gets planted and cared for, the recipient gets a beautiful music and nature eCard, a downloadable certificate. Both you and the recipient can tour the tree nursery and planting area online. It's paperless, carbon positive and can be sent instantly!

Follow them on Twitter at www.twitter.com/yourtrunature or www.twitter.com/ilanshamir

VSP Contributors

If you haven't jumped on board yet, stop by and see Blubandoo® Cooling Headwear and Accessories at the February APPL show. If you're not planning to attend, contact them to be eligible for great deals on their best selling Safari Hatbandos and Neckbandos. APPL locations repeatedly report that these products have substantially increased the profits within their shops. They're also hearing of high revenues from their cooling Neckbandos due to their economical heat-relief feature.

Blubandoo® Cooling Headwear and Accessories contain non-toxic polymer crystals that expand to a gel when immersed in water for just five minutes. Blubandoo® quickly dry to the touch, but stay hydrated, keeping the wearer cool (due to the slow gel evaporation) for up to several days before completely drying and returning to their original shape. They are reusable simply by re-soaking them in water for just five minutes. Blubandoo® also offers demonstrative point-of-purchase displays and eye-catching fun hangtags that effectively convey the Blubandoo® cooling magic. See more at www.blubandoo.com or contact them at 760-639-4388, or info@blubandoo.com.

One of the finest examples of American cartography in the post-Civil War period was the *Atlas to Accompany the Official Records of the Union and Confederate Armies*, published in several volumes in the early 1890s. The atlas portion of the *Official Records* includes the 1865 map titled *Defenses of Washington*, which highlights all the roads used for military and evacuation purposes and identifies major forts, cities and settlements,

railroads and even farmsteads listed by owners' name. Washington, D.C. is prominently located in the center of the map, surrounded by Georgetown, Alexandria, Uniontown (Anacostia), Hyattsville, Falls Church and Silver Spring. Over 50 forts are shown, including Ft. Stevens, Ft. Totten, Ft. Bunker Hill, Ft. Ward, Ft. Foote and numerous batteries. The U.S. Navy Yard, U.S. Arsenal and Soldiers National Cemetery at Arlington are illustrated as well. Now offered by **Historic Urban Plans, Inc.**, this 15 ½" x 19 ¾" facsimile retails for \$10.00. A 50% discount for orders of 12 maps or more (this title or a combination of titles) is available. Generous terms and free shipping are also available. View the over 400 antique, reproduction maps, city plans and birds-eye views at www.historicurbanplans.com.

Are you looking for a vendor to produce apparel with your custom logo or do you have a special event coming up that you would like to promote? You may know them as a licensee of Smokey Bear products, but **The Printed Image** has specialized in custom embroidery and screen printing for 30 years. APPL Members that have used their custom services are Eastern National, Public Lands Interpretive Association, Joshua Tree Association, Glacier Association, and Eastern Sierra Interpretation.

For those of you who carry their licensed wholesale Smokey Bear products or their line of nature related apparel they have some exciting new products being introduced this year. Please contact Tami Littlefield for a prompt quote or for a copy of their 2010 catalog at 866-898-9525, extension 213 or by e-mail at tami@printedimagechico.com.

Rosen Publishing is pleased to announce the forthcoming publication of three new series: *Living Processes*, *Crazy Nature*, and *Tiny Invaders*. These spring releases will be in their warehouses and ready to ship by the end of January.

The *Living Processes* series has 6 titles including a title on *Adaptation and Survival* and one on *Plant Variation and Classification*. This series explores delicate balances and careful connections from the cellular level all the way up to complex organisms.

The series *Crazy Nature* is made up of 6 titles: *Albino Animals*, *Animal Mimics*, *Animals with Armor*, *Animals with Pockets*, *Camouflaged Creatures*, and *Underground Animals*. This attention-grabbing set highlights some of nature's most amazing adaptations, which are undeniably wild and weird.

Tiny Invaders is a 4 title series made up of *Tiny Invaders in the Water*, *Tiny Invaders in Your Backyard*, *Tiny Invaders in Your Body* and *Tiny Invaders in Your Home*.

This exciting series focuses on the minuscule world of insects, bacteria, and other teeny creatures.

Visit www.rosenpublishing.com for information on these and many other titles.

POSITIONS AVAILABLE

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

Grand Staircase Escalante Partners has a full time opening in Kanab, Utah for a dynamic and outgoing Executive Director responsible for strategic as well as daily operations. The ideal candidate represents GSEPartners in public, maintains good working relationships with stakeholders, possesses experience working with volunteer boards, demonstrates fundraising skills, develops and implements strategic plan goals. For job description and other information visit our Web site at www.gsenm.org/About/Executive_Director_Position_Description.html. To apply submit your resume to GSEPartners Board President Steve Roberts at steve@escalanteoutfitters.com.

Hawai'i Natural History Association (HNHA) seeks a full-time Interpretive Products Development Coordinator (IPDC) at its headquarters located in Hawai'i Volcanoes National Park. The IPDC directs all functions of HNHA's publications program, including project management, production of publications/products, and development of new interpretive products. Duties include, but are not limited to: developing HNHA's publishing program, directing the publishing process from concept to printing, coordinating resources for publications projects, directing promotion of new publications and products, and may also edit, research, write, and assist with art direction and graphic design of various publications.

Applicants should have at least five years previous experience and/or training that includes publishing, national park cooperating association management, writing/composition, editing/production, printing/publishing, graphic design, computer use, or any combination of education, training and experience that provides requisite qualification for this job. Successful candidates will have a proven ability to work with a variety of people in a positive, productive manner, superior verbal and written language skills, knowledge of Hawai'i's parks and natural and cultural resources, and experience with a variety of informational media, including publications, video, new electronic media, and audio programs. A bachelor's degree in business

management, journalism, marketing or related field is desired.

The announcement closes January 15. For more information, contact Margot Griffith at margot-hnha@hawaii.rr.com or visit www.hnha.org.

The Yellowstone Association Institute has the following positions available:

- 2010 Summer Seasonal Instructor
- Gardiner Campus Manager

Complete details on these positions can be found at <https://apply.coolworks.com/ya/instructors/job-list.asp>.

The Yosemite Fund is seeking a Development Director. The Development Director provides fundraising leadership and strategy and is responsible for the implementation and success of The Yosemite Fund's development programs in achieving long-term financial stability for the organization. The Development Director is accountable in reaching fundraising goals by overseeing all aspects of The Fund's fundraising, including major and planned gifts, special/capital campaigns, foundation and corporate relations and grants, the annual fund, donor cultivation and stewardship events.

The Development Director is responsible for the success of individual Development Team members and their programs and/or assignments including: the Annual Giving Manager, Major Gifts Manager, Donor Services Manager, Donor Services Assistant, Development Associate and Major Gifts Officer. An additional responsibility is mentoring and supporting the President, the Development Committee members and Trustees in fundraising activities.

Complete details on the positions and instructions on how to apply are available at www.yosemitfund.org/documents/DevelopmentDirectorWebAd12809.pdf.

The Ozark/St. Francis National Forests will soon be advertising a Supervisory Promotion Specialist (Cavern Manager) GS-301-11 position with a salary range of \$56,411 to \$73,329. This is a permanent position located on the Sylamore Ranger District. The duty station will be at Mountain View, AR but the position maintains a presence at the Cavern facility in Fifty Six, AR.

The Caverns Manager position is a unique, non-standard job, responsible for providing for the promotion, supervision and administration of Blanchard Springs Caverns. This is a district, staff level position, supervised by the District Ranger that serves as acting Ranger on a rotating basis in the absence of the District Ranger.

In addition to program management responsibility for the Cavern operation and supervising the staff at that

facility, this position will be responsible for acquiring grants, fundraising efforts, and other avenues to secure funding for promotional work to enhance visitation at the Cavern. This position will coordinate and implement education programs and voluntary services programs.

Successful applicants for this position may come from a wide variety of backgrounds: Natural Resource Management, Business Management, Marketing, Visitor Services, and more.

For additional information contact District Ranger Cindy Snow Kopack at 870-269-3228 or csnow@fs.fed.us.

RESOURCES

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

A new survey by the Bridgespan Group reveals that for charities the negative impact of the recession has only deepened over the past year. The survey found that ninety-three percent of charity leaders said their organizations are feeling the effects of the economic downturn, according to the survey, which updates similar surveys of more than 100 charity leaders that Bridgespan conducted in November 2008 and May 2009. A year ago, the share of charity leaders reporting that their groups had suffered from the downturn was 75 percent.

More information about the report, *A Year of Managing Through Tough Times*, can be obtained at <http://bridgespan.org>.

The Museum Store Association (MSA) is proud to announce the release of *The Cultural Traveler 2010* guidebook. The 2010 edition features expanded participation, special guest editorial, enhanced online marketing and increased distribution of the attractive, full-color guide to cultural and heritage travel and museum store shopping.

Produced by MSA in collaboration with U.S. Cultural & Heritage Tourism Marketing Council, Shop America Alliance, the American Association of Museums (AAM) and Gray Line Worldwide, the guide is complimented by and accessible at the www.museum-store.travel and www.TheCulturalTraveler.com Web sites. *The Cultural Traveler* showcases dozens of cultural and heritage destinations and travel partners to the growing cultural travel market.

The top three strategies museum stores use to help increase profits include implementing inventory controls, setting pricing controls and modifying store merchandise buying habits, according to responses reported in the recently released 2009 MSA Retail Industry Report from the Museum Store Association. For the first time, the *Report* explores best practices in areas such as sales growth, marketing and merchandising.

The 140-page report is based on more than 400 completed surveys and identifies key financial, operations and staffing benchmarks. Statistics include average inventory, visitors per square foot, gross margin and employee salaries all broken down by museum type and annual revenue. The *2009 MSA Retail Industry Report* is now available and retails for \$249 for MSA members (\$349 for non-members). To order, go to www.museumstoreassociation.org/pubs/09MRIR.cfm or call 303-504-9223.

The 2010 Winter Reading Books catalog from GPO is now available from their online bookstore. Visit <http://bookstore.gpo.gov/collections/winter-catalog.jsp> to review the products available. Book dealers may fax their orders to Maureen Whelan at 202-330-5068.

GuideStar has released their annual nonprofit economic survey. The report is available at <http://www2.guidestar.org/rxa/news/articles/2009/download-not-defeated-results-of-guidestars-eighth-annual-nonprofit-economic-survey.aspx?source=dec09nwsltr>.

CharityHowTo.com provides instant access to step-by-step video training guides that help nonprofit professionals learn or refine the skills they need to leverage the power of the Internet. Their mission is to show nonprofits step-by-step how to leverage the Internet and today's technology in order to attract a wider audience and maintain existing supporters.

The on-demand video guides on CharityHowTo.com are designed specifically for small and midsized nonprofits with limited human and financial resources. Check out www.CharityHowTo.com to learn more.



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