



*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.

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News wire

APPL NEWS

APPL welcomed two new board members at its June meeting in San Diego, California. Blaine Benedict, Executive Director of Red Rock Canyon Interpretive Association and Diana Saathoff of Mount Rushmore National Memorial Society bring a strong blend of skills to APPL's board of directors, representing two longstanding APPL member organizations.

Blaine has over thirty years of varied, progressive management experience in the private and nonprofit sectors, including responsibility as a casino executive supervising as many as 500 ethnically and culturally diverse employees. He is a founder and trustee of the Outside Las Vegas Foundation and has served on the board of directors for Friends of Red Rock Canyon. He has been with Red Rock Canyon Interpretive Association since 2005. Diana has combined responsibility for the Mount Rushmore Society, History Association and Institute, having been with the organization since 1999. Previously she served as executive director of the Spearfish Area Chamber of Commerce – promoting the community, expanding the tourism industry, and supporting economic development for the northern Black Hills of South Dakota. Her professional association affiliations and volunteer activities include the National Park Friends Alliance, Rapid City Convention and Visitors Bureau, Rapid City Chamber of Commerce, and Black Hills Badlands and Lakes Association.

A great array of public lands experiences and gift baskets is being assembled by APPL members and vendors in preparation for this fall's online auction. From adventures in Sequoia and Kings Canyon, to Winter in Wonderland in Yellowstone, to a Grand Canyon Family Adventure and much more, APPL members have come up with some exceptional offerings to entice any public lands enthusiast to bid on the experience of their dreams. Gift baskets of books, DVD's, maps, guides and much more are coming in to outfit these explorers and offer armchair travelers the chance to learn about the amazing places our member organizations support. If you've not already done so, please complete your auction item application. We will be compiling all information for listing and display over the next month – this is both a great marketing and fundraising opportunity. Thanks to everyone who has submitted items thus far!

Congratulations to the Grand Canyon Association and Globe Pequot Press who were honored as winners of the Arizona Book Publishing Association's Glyph Award. The Grand Canyon Association received three awards for its publishing program from the Arizona Book Publishing Association.

- *Ancient Landscapes of the Colorado Plateau* - Ron Blakey and Wayne Ranney - WINNER Science and Environment
- *Grand Canyon Views beyond the Beauty* - Gary Ladd - WINNER Embodying Arizona
- Grand Canyon Association - WINNER Excellence in Publishing

This last award recognizes GCA's publishing program, which has met a unique need to educate, inform and entertain those who are interested in the Grand Canyon.

Congratulations to GCA's authors, illustrators, photographers and staff!

Globe Pequot Press won in the category of Juvenile/Young Adult-Nonfiction for *Amazing Girls of Arizona: True Stories of Young Pioneers* by Jan Cleere.

Visit <http://azbookpub.com/onevs/2009-aba-winners/> for a complete list of the 2009 Glyph Award winners. [correction to article from June issue]

Training Corps News

Learn how the APPL Training Corps can assist your organization at www.appl.org/Training_Conventions/training_corps.htm.

Savannah Boiano, Education Director, Sequoia Field Institute eagerly anticipates summertime activities and looks forward to the successful execution of the Sequoia Field Institute's EdVenture (Educational Adventure) courses and the positive feedback from participants and instructors. So, you can imagine how disappointed she is when a course that she was convinced would sell, doesn't. In this first of a two-part article (see next month's issue or visit APPL's Web Site now for the full article at www.appl.org), she shares what she has learned – just because you think a course will be interesting to folks, doesn't mean people will pay to have the experience in a National Park. The following are questions Savannah asks before going forward with a proposed course:

1. Is this course going to meet the mission of the agency and of your organization?
2. What is the motivation for offering a particular course? Sequoia Field Institute's motivation is to offer in-depth courses to anyone who is interested in deepening their experience in these National Parks. While most people do want to deepen their experience of nature and wilderness, and they all have different ways of doing so. The key is to respect those different ways and to offer something for those people.
3. Is the course going to be fun? What "fun" is depends on the age groups, family demographics, and knowledge of our Parks.
4. Is the instructor appropriate for the public? Just because someone is thoroughly versed in their subject matter doesn't make them a good interpreter. Are the instructors able to design and create courses for different age groups, family demographics, and knowledge of the place?
5. Is the price structure meeting the needs of the various age groups, family demographics, and experience in the area? Try different pricing structures that work for your intended audience.
6. What makes you think that your intended audience will take the course? There's the expression, "know your audience" but that can be very difficult to do if they don't participate. Keep trying different types of courses, different angles to reach your intended audience, and different topics. Get in contact with other organizations to learn more about the demographic you are interested in reaching.
7. Have you developed a simple evaluation for the participants and instructor? Learning what the advantages

of taking this course in the National Park (or wherever the course was held) are, if it was fairly priced, what participants thought of the instruction, is useful information.

Rich Weideman reports that Volunteer management in the National Park Service has taken a leap forward into the Digital Age. The Design Volunteers In Parks (DVIP) program is a new innovative program that works in collaboration with students from the Academy of Art University (AAU), Ex'pression College, and R/GA. Originally developed by George Su, alumni to the AAU and Media Specialist for the Golden Gate National Parks, and Bob Rigel, Director of New Media at the AAU in 2007, the program started with the 100th Anniversary of Muir Woods National Monument. The project sparked the interests of the students and allowed them to reconnect with nature and their national parks. Eight promotional packages were developed and presented to the public in January 2008. Comments from the public were well received; one visitor even asked if they could purchase a copy of the posters at the visitor center. In 2008 over 9,980 hours of volunteer hours were recorded through the DVIP program of the 66 students who participated in the program. "The students gain experience working with a client, thus making their experiences in the classroom much more active," says Volunteer Manager, George Su.

Since its inception, the program has expanded to include designs from students from Ex'pression College in Emeryville, CA and R/GA's Greenhouse - Miami School of Advertising. Other national parks in the San Francisco Bay Area have also taken notice and have asked to participate in the program. This year Port Chicago National Memorial, San Francisco Maritime National Historical Park, and the Presidio Trust took part in the development of their programs. Student Kelli Graham from Richmond, California who took part in Earth Day project last year also was interested in designing the Port Chicago story. "Prior to taking the class this semester, I was unsure what I wanted to do when I graduated as a designer," said Kelli Graham, "now that this opportunity has become available, I'd like to work for the National Park Service."

Learn more about the DVIP at www.nps.gov/goga/supportyourpark/dvip.htm.

NEWSBITS

The American Recreation Coalition (ARC) presented its 2009 Legends Awards to seven federal managers in recognition of their outstanding work to improve outdoor recreation experiences and opportunities for

the American people. The awards were presented during Great Outdoors Week – ARC’s celebration of the value and importance of outdoor recreation. Initiated by ARC in 1991, the Legends Award program involves seven federal agencies: Bureau of Land Management, Bureau of Reclamation, Federal Highway Administration, National Park Service, U.S. Army Corps of Engineers, U.S. Fish and Wildlife Service and the U.S. Forest Service. Each agency nominates an individual whose extraordinary personal efforts have made a real difference in enhancing outdoor recreation programs and resources.

Recipients of the 2009 Legends Awards are: James Jennings, Bureau of Land Management; Jay Leasure, Bureau of Reclamation; Dan Johnson, Federal Highway Administration; Christopher K. Jarvi, National Park Service; Miles Johnson, U.S. Army Corps of Engineers; Kelly Blackledge, U.S. Fish and Wildlife Service; and Laurie A. Thorpe, U.S. Forest Service.

The 2009 recipients of ARC’s Beacon Awards, which recognize outstanding efforts by federal agencies and partners in harnessing the power of technology to improve public recreation experiences and federal recreation program management, were also honored. Winners of the 2009 Beacon Awards are:

- Great Smoky Mountains National Park and its nonprofit partner, the **Great Smoky Mountains Association**
- National Park Service Office of Public Affairs
- Cindy Samples of the Upper Mississippi River National Wildlife and Fish Refuge, U.S. Fish and Wildlife Service
- MonarchLIVE!
- Bureau of Land Management National Landscape Conservation System’s Landscape Education, Interpretation, and Partnerships Division

To read the full story, please visit:

www.funoutdoors.com.

***Breaking the Color Barrier in the Great American Outdoors* is a groundbreaking conference taking place September 23-26 in Atlanta, Georgia.** The conference will showcase the broad diversity among Americans who are involved in protecting our environment, conserving our natural treasures, and performing extraordinary feats of personal accomplishment in the out-of-doors. The conference will bring together professionals from the agencies that manage our national parks, lakes, forests, monuments and wildlife refuges together with the founders of longstanding conservation organizations; outdoor recreation enthusiasts, academics, and students.

Breaking the Color Barrier will raise awareness of the richness of the public lands system. In plenary and breakout sessions, public land managers, partnering

organization leaders and volunteers will share the bountiful opportunities for outdoor recreation, inspiration and an appreciation of our collective national history. By bringing together these parties that are currently working in isolation, the conference promises to generate a new level of energy, awareness and commitment that it is hoped will drive the public lands recreation and conservation movements to new heights. For information on the conference and how to participate, visit www.breakingthecolorbarrier.com.

The Environmental Education and Training Partnership (EETAP) is offering the following courses for the fall semester:

- Fundamentals of Environmental Education
- Making EE Relevant for Culturally Diverse Audiences
- Applied Environmental Education Program Evaluation
- Leadership Development in Natural Resources:
Strategic Planning and Implementation

There are \$200 scholarships available for the FEE and AEEPE courses and \$100 scholarships available for the MEER course! The FEE and AEEPE scholarships are offered to course participants that are state EE leaders and the MEER scholarships are offered to course participants that are community and/or state EE leaders. Information on the scholarships is available at the online course Web site at www.uwsp.edu/natres/eetap/index.aspx

Nature Rocks is a new initiative created to inspire and empower parents to take their families out to play, explore and enjoy quality time in nature for happier, healthier and smarter children. The Children & Nature Network has teamed up with REI, The Nature Conservancy, ecoAmerica, and the American Camp Association to bring you Nature Rocks.

As part of this effort, Nature Rocks introduces its 2009 Summer Nature Staycation Planning Guide. Available at www.naturerocks.org, this free guide provides parents and caregivers with information and tools to enjoy no- or low-cost summer vacations in nature that are close to home.

Nature Rocks is an ongoing initiative and the Web site and all related materials will be updated frequently to provide families with the most current tools and information to connect with nature. To learn more about Nature Rocks, please visit www.naturerocks.org, support them on Facebook or follow them on Twitter.

Independent Sector announced that the 2008 estimate for the value of a volunteer hour is \$20.25, an increase from \$19.51 per hour in 2007. The value of volunteer time provides the opportunity to acknowledge the millions of individuals who dedicate their time, talents, and energy to making a difference. To read more, visit

www.independentsector.org/media/20090413_value_volunteer_time.html.

Learn how to guard your organization from credit card thieves who place orders over the Internet or by phone by reviewing five steps from the NFIB Small Business Legal Center. View them at www.nfib.com/tabid/96/tabid/56/Default.aspx?cmsid=29075&v=1.

The Giving USA Foundation recently released *Giving USA 2009: The Annual Report on Philanthropy for the Year 2008*, which indicates that charitable giving in the U.S. exceeded \$300 billion for the second year in a row. However, the total giving in 2008 was a two percent drop from 2007, the first decline since 1987. To learn more about Giving USA 2009 or to place an order for the publication in either a soft-cover or electronic version, visit www.givingusa.org/gusa/gusa_order.cfm.

The National Wildlife Refuge Association (NWRA) has launched Refuge TV, the new video component to www.refugeassociation.org. Refuge TV will provide timely updates about the work NWRA is doing both in Washington, DC and around the country. Visit www.refugenet.org/new-publications/Refuge_TV.html to see their premier reports.

The National Park Foundation has a comprehensive new online tool called *National Parks Owner's Guide 2009*. The resource is a one-stop online reference guide to the nation's 391 national parks complete with maps, insider hints, and amazing photos of America's national parks. The guide is free, and is available for download at www.nationalparks.org.

The guide includes practical content for everyone from the novice park visitor to avid outdoors people including:

- A complete directory detailing camping accessibility, fees and junior ranger programs
- Contact information for every single park, including Web site and phone numbers
- "What Not To Miss" points for every single National Park in the country
- Full color photos and maps

AGENCY NEWS

Secretary of the Interior Ken Salazar has signed a Secretarial Order establishing an Office of Youth in Natural Resources at the Department of the Interior. The Office of Youth in Natural Resources will coordinate present and future youth initiatives, the signature program

of which will be a 21st Century Youth Conservation Corps. The corps will be modeled after the Civilian Conservation Corps that provided 3 million men with jobs in the 1930s. By comparison, the 21st Century Youth Conservation Corps will include women as well as men and strive for greater diversity.

The Interior Department expects the American Recovery and Reinvestment Act funds to result in the employment of an additional 5,000 young people this summer. Many thousands of additional young people will be engaged in outdoor programs in the coming months through stimulus funds, increased appropriations, new youth programs and expansion of existing programs.

Robert Stanton, the new Deputy Assistant Secretary for Policy Management and Budget, will oversee the Office of Youth in Natural Resources. Stanton previously was a career professional who rose to serve Director of the National Park Service during the second half of the Clinton Administration.

Three career jobs to staff the new office already are being listed on USAJOBS.gov. To assist Stanton and the office director, the order also establishes a Youth Conservation Coordinating Council, consisting of a senior representative designated by the head of each participating bureau and office.

The U.S. Senate has confirmed Hilary Tompkins as Solicitor of the Department of the Interior. Visit www.doi.gov/bio/tompkins_bio.html for details on Tompkins' background.

Secretary of the Interior Ken Salazar joined volunteer and youth groups at Shenandoah National Park as part of a national kickoff for President Obama's new "United We Serve" campaign. The Secretary helped the groups remove nonnative plants that have invaded the natural ecosystem adjacent to Big Meadows Swamp.

Groups participating with him at the cleanup near Skyline Drive included Volunteers-in-the-Parks, the **Shenandoah National Park Association, Student Conservation Association**, Youth Conservation Corps, Potomac Appalachian Trail Club and **Shenandoah National Park Trust**.

President Obama announced "United We Serve" on June 17 as a nationwide summer volunteer service initiative that will help meet growing social needs resulting from the economic downturn. More information is available on www.serve.gov.

On Thursday, June 25, the Interior Department highlighted its own "United We Serve" initiatives with a day of service at the Golden Gate National Recreation Area in San Francisco coinciding with a national volunteering conference. Interior service initiatives

focused on public lands stewardship and mentoring youth in the outdoors.

Bureau of Land Management

President Obama has nominated Bob Abbey as Director of the Bureau of Land Management. Abbey has more than 32 years in public service, working with state and federal land management agencies before retiring from the federal government in July 2005. He served eight years as the Nevada State Director and was the principal Bureau of Land Management proponent for the Great Basin Restoration Initiative. Abbey earned numerous performance awards during his career, including the prestigious Secretary of the Interior's Executive Leadership Award in 2004. That same year he was recognized by the U.S. Senate with a certificate of commendation for his work on behalf of the Great Basin.

One individual, four groups, two couples, and a BLM employee each received the prestigious Bureau of Land Management (BLM) "Making a Difference" National Volunteer Award for their public service contributions on May 14.

The volunteers selected (with the locations of their volunteer work) are: "Nick's Interns," King Range National Conservation Area, CA; The Sea Ranch California Coastal National Monument Taskforce, CA; Volunteers For Outdoor Colorado, CO (various sites); Joanne & Don Murray, NV (various sites); Kathy & Bruce Salsbury, Lake Valley Historic Townsite, NM; Willamette Resources And Educational Network (WREN), Eugene, OR; and Cindy Oster, Grand Staircase-Escalante National Monument, UT. The winning BLM employee is Paul Tanner of BLM's Amarillo, Texas, Field Office.

Those honored this year were recognized for achievements ranging from seabird monitoring to ghost town hosting. Thousands of BLM volunteers make significant contributions on America's 256 million acres of public lands each year, performing numerous functions in every aspect of public land management. Many of these jobs, such as campground management and trail repair, would simply not get done without volunteer support. In 2008 alone, for example, BLM volunteers donated more than 1.3 million hours of service, with an estimated value of more than \$25 million - equivalent to the work of over 700 full-time employees.

Each year since 1996, BLM has honored the most exceptional of these volunteers, as well as BLM employees who work with volunteers, through its "Making a Difference" National Volunteer Awards program. This program supports the president's emphasis on community service, and is also part of the "Take Pride in America" initiative.

National Park Service

Do you have an idea for a local conservation and outdoor recreation project, but need technical assistance to move that vision into reality? The Rivers, Trails, and Conservation Assistance Program (RTCA) is currently accepting applications for assistance. RTCA staff provides technical assistance to community groups, nonprofit organizations, tribes or tribal governments, and other government agencies so they can conserve rivers, preserve open space, and develop trails and greenways. RTCA staff help with building partnerships to define and achieve community-defined goals, facilitate diverse interests, assess resources, develop concept plans and visions, and engage public participation for conservation and outdoor recreation projects. August 1 is the deadline for the next round of assistance. For application details, visit www.nps.gov/ncrc/programs/rtca/index.htm. For more information, please contact Corita Waters at 202-354-6900.

Nine new National Heritage Areas (NHA) have joined the National Park Service family. On March 30, President Obama signed the Omnibus Public Lands Management Act of 2009 into law. This legislation added nine new National Heritage Areas to the National Park Service portfolio, including the first NHA in the Alaska Region. There are now 49 National Heritage Areas across 32 states.

The new National Heritage Areas are:

Northeast Region:

- Freedoms Way National Heritage Area (MA & NH)
- Baltimore National Heritage Area (MD)

Southeast Region:

- Mississippi Hills National Heritage Area (MS)
- Mississippi Delta National Heritage Area (MS)
- Muscle Shoals National Heritage Area (AL)

Midwest Region:

- Northern Plains National Heritage Area (ND)

Intermountain Region:

- Sangre de Cristo National Heritage Area (CO)
- South Park National Heritage Area (CO)

Alaska Region:

- Kenai Mountains-Turnagain Arm National Heritage Area (AK)

Over the next several years, the local coordinating entities of these National Heritage Areas will work closely with the NPS, other federal agencies, and state and local partners to carry out a grassroots planning process, culminating in a comprehensive management plan.

For more information on national heritage areas and to learn about the other 40 areas, visit

www.nps.gov/history/heritageareas.

John P. Debo, Jr., has retired from his position as superintendent of Cuyahoga Valley National Park.

Debo will begin work in August as the chief development officer for the park's non-profit "friends group," the **Cuyahoga Valley National Park Association**. As chief development officer, he will be responsible for raising funds for the association and park projects.

In addition to major fundraising, Debo will oversee CVNPA's membership program, community relations and outreach activities, and will report to chief executive officer Deb Yandala.

Debo has worked for the National Park Service for 33 years, and has served as superintendent of Cuyahoga Valley National Park for 21 years, having assumed this position in April 1988. He began his National Park Service career in 1976 at Acadia National Park, and subsequently worked in positions at Fire Island National Seashore, Lowell National Historical Park, National Park Service Headquarters in Washington D.C., and Boston National Historical Park.

Deanne Adams, regional chief of interpretation and education in the Pacific West Region, has announced her plans to retire on August 31st. Deanne has been in the regional chief position for 15 years, starting in the old Pacific Northwest Region, Seattle, in 1994, then in 2000 moving to the San Francisco area as regional chief in the new combined Pacific West Region (PWR).

During the 15 years in the PWR regional chief position, Deanne was involved with the establishment of the Interpretive Development Program and the peer review certification program. She is known as a collaborator and team-builder, as well as an organizer and communicator working within networks of parks and partners.

Deanne has been an active volunteer with the Association of National Park Rangers, serving four years as president from 1995-1998. She's currently serving with the International Ranger Federation as the vice-president.

Mark Spier, a 32-year veteran of the National Park Service, has been named superintendent of Palo Alto Battlefield National Historic Site in Brownsville, Texas Spier assumed his new post on July 5th where he will manage more than 3,400 acres, a staff of about 15 people at the height of the summer season, and an annual operating budget of about \$945,000.

Spier is now chief ranger at Big Bend National Park and the Rio Grande Wild and Scenic River in Texas.

Karl Cordova, a 15-year veteran of the National Park Service (NPS), has been named superintendent of Casa Grande Ruins National Monument in Coolidge, AZ.

Cordova will assume his new post in late July.

Cordova is now completing the NPS Bevinetto Congressional Fellowship Program – a two-year developmental assignment in Washington, D.C., where he has worked as a staff member for the Senate Committee on Energy and Natural Resources and for the Park Service director's Office of Legislative and Congressional Affairs.

Before his assignment in Washington, Cordova was a supervisory biologist at Rocky Mountain National Park in Colorado.

On Friday, June 19th, the NPS launched a new homepage for www.nps.gov. In addition to creating a more welcoming page and sprucing up the online face of the National Park Service, the new look will help achieve more subtle goals – like highlighting the entire mission of the National Park Service in all 391 national parks and the work NPS does in communities.

Here's what's different:

- The homepage includes items identified as needs by the NPS Web Council editorial group last August, including a daily feature flash rotation and more prominence for news and events.
- A link to an interim America's Best Idea page, in place until a new mini-site is ready late this summer. With the upcoming Ken Burns documentary of the same name, the mini-site is intended to help meet the anticipated needs/questions of the millions of viewers who watch the film and then come to NPS.gov for answers.
- A news page that rolls up all national and park news releases that have been added to park websites using the content management system (CMS) news release element.
- An events page that rolls up all of the park events that have been added to park websites using the CMS calendar of events element. Soon, this page will include a searchable calendar.
- A preliminary Working with Communities page that links to existing content in cultural resources and recreation.
- A new photos and multimedia listing page that rolls up all of the content that parks have added to their respective photo galleries, multimedia presentations, virtual tours and webcams pages.
- A revised find-a-park page that includes the popular map of the U.S. that was previously on the homepage.
- A new weekly national park getaways feature at www.nps.gov/getaways.

This is just the first step in what will be a gradual improvement of National Park Service Web content.

The new *Climate Change, Wildlife and Wildlands Toolkit for Formal and Informal Educators*, now available on the Web, is an updated and expanded version of the popular, award-winning *Climate Change, Wildlife and Wildlands Toolkit for Teachers and Interpreters* that came out in 2001.

The kit is designed for classroom teachers and informal educators in parks, refuges, forest lands, nature centers, zoos, aquariums, science centers, etc., and is aimed at the middle school level. The National Park Service partnered with the U.S. Environmental Protection Agency and six other federal agencies, to develop this kit. The kit will aid educators in teaching how climate change is affecting our nation's wildlife and public lands, and how everyone can become "climate stewards."

The kit contains:

- A 12 minute video introducing climate change issues as they affect wildlife and wildlands
- An overview of the science of climate change
- Case studies on 11 ecoregions highlighting regional impacts to habitats and wildlife, and information on what people can do to help
- A glossary of climate change terms to build vocabulary
- Classroom activities keyed to national science standards, developed by participants in the 2008 Albert Einstein Distinguished Educator Fellowship Program
- Additional hands-on activities and formal and informal educator resources

A DVD of the toolkit will be available soon.

To see the toolkit, visit

www.globalchange.gov/resources/educators/toolkit.

U.S. Army Corps of Engineers

Miriam Fleming will assume the position of the Senior Policy Advisor for Partnerships in HQ from July 5 for four months. Miriam is currently the Recreation Facilities Program Manager in the Mobile District Office where she facilitates partnership programs and manages the District's accessibility program, recreation budget, facilities evaluations, and Operations and Maintenance Business Information Link (OMBIL) programs. She is a member of the OMBIL Recreation Users Group and is Team Leader for the Gateways Field Review Group. Miriam recently became the first ranger to graduate from the Headquarter CP-18 Leadership Development Program.

The Senior Policy Advisor position has been vacant since the departure within the agency of Debra Stokes last fall and continues to be filled by temporary assignments until it can be filled permanently. Miriam will replace Heather Burke who was in the position since February. After July 8, Miriam will be available by phone at 202-761-1736.

The Corps of Engineers has issued a memo encouraging all Corps parks to participate in National Public Lands Day (NPLD). This is an opportunity to showcase our Nation's public lands and the importance of protecting natural resources through responsible use and volunteerism on lands managed by Federal agencies. This event, held throughout America and sponsored by the National Environmental Education Foundation (NEEF), will be on Saturday, September 26.

Registration is currently ongoing through September 12 or this year's NPLD through NEEF's direct online site at: www.publiclandsday.org/managers/registerasite.htm.

At the 112 registered Corps projects last year, 15,500 volunteers contributed 59,000 hours of public service, valued at \$1.52 million. The Chief's goal is to increase the number of participating sites and volunteers this year, and he hopes all Districts participate.

Operation: Military Kids (OMK) is a collaborative effort between the U.S. Army and America's communities to support children and youth impacted by deployment. Since its inception in 2005, OMK has connected with 88,000 military youth community members across the United States, and is a part of the 4-H/Army Youth Development Project.

Through OMK, Military Youth can:

- Participate in a range of recreational, social & educational programs Gain leadership, organizational, and technical skills
- Receive assistance with school issues
- Attend single day or weekend camps
- Meet other youth who are also experiencing deployment

The following 11 Corps Projects/Offices are located near a camp:

- Allatoona Lake
- Jacksonville District
- Savannah District
- Lake Lanier
- Cape Cod Canal
- Lake Cumberland
- Saylorville Lake
- Little Rock District
- Mississippi River Headwaters
- New Orleans District
- Black Butte Lake

This is an excellent opportunity to contribute to the water safety, environmental education, and other programs already in place to support the kids of military families.

Information about OMK is available at

www.operationmilitarykids.org

USDA Forest Service

The U.S. Forest Service has a new Web site that encourages and helps young people to get outdoors.

The site is part of a larger Service program to encourage more outdoor time for children and families. Check it out at www.discovertheforest.com.

U.S. Fish and Wildlife Service

President Obama has nominated Sam D. Hamilton to be the next Director of the U.S. Fish and Wildlife Service. Hamilton, a career senior biologist and manager with the Service, currently is director of the agency's Southeast Region. The nomination requires Senate confirmation.

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

- OUT8113: Developing and Working with Friends Organizations
- OUT8106: Powerful Presentation Tools and Techniques
- OUT8181: Working with the News Media
- OUT8114: Volunteer Recruitment and Management
- OUT8120: Advanced Volunteer Management
- OUT8116: Grant Writing for Conservation
- OUT8122: Applying Collaboration for Environmental Issues
- OUT8160: Environmental Education Methods
- OUT8194: Trail Management: Plans, Projects and People
- OUT8164: Creating a Schoolyard Habitat/Outdoor Classroom
- OUT8184: Media and Outreach Academy (FWS Only)
- OUT8115: Balancing Nature and Commerce in Communities that Neighbor
- Public Lands
- OUT8127: Public Participation and Informed Consent – Part I
- OUT8163: Education Programs for Youth: School's Out

Register online at <https://doilearn.doi.gov/>.

CONVENTION NEWS

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

APPL staff and board members spent time during the first week in August getting to know San Diego in preparation for the 2010 convention and trade show.

APPL held its board meeting at the Town and Country Resort where *Engagement – A Call To Action* will be held. The group was delighted with the expansive meeting and exhibit space as well as the beautifully landscaped grounds and many gathering places which will enhance APPL's sessions and events and provide for on site networking opportunities. You will definitely want to stay at the Town and Country to maximize your convention and trade show experience.

Along with Karen Eccles, Executive Director of the Cabrillo National Monument Foundation, the board toured Cabrillo NM and Old Town San Diego – a California State Historic Park. Learn more about these sties by visiting www.nps.gov/cabr/ and www.parks.ca.gov/?page_ID=663.

Earlier in the week, APPL staff met with California State Parks Cooperating Association Program Manager, John Mott, as well as local State Park interpretive staff and area nonprofit partners to brainstorm ideas for educational sessions and special events. Staff travelled with John up the coast to visit Crystal Cove State Park for a tour of the historic beach front cabins with Crystal Cove Alliance founder, Laura Davick. The Alliance is one of two park partners at Crystal Cove and has supported the restoration of the historic beach front cabins as well as providing educational programming, interpretive retail and an artist in residence program. Learn more about the Alliance at www.crystalcovealliance.org. Torrey Pines State Park provided a hiking tour of the park and a visit to the book store run by the Torrey Pines Docent Society. More information about Torrey Pines may be found at www.torreypine.org.

Staff also visited with Vendor Support Program donor Blubandoo (<http://blubandoo.com/>) learning how they have grown their APPL member sales and have worked with members to customize their line of cooling headwear and neckwear for the public lands market.

The time in San Diego afforded an opportunity to get to know the area and get plans for the San Diego convention off to a great start.

The 2010 program committee has begun their discussion to plan the educational content for

Engagement – A Call To Action. They will be holding their 2nd conference call on July 9th at 4pm EST. If anyone is interested in joining this call who has not already expressed prior interest in serving on the committee, please contact Amy Matthews by e-mail at amatthews@appl.org.

MEMBER NEWS

Golden Gate National Parks Conservancy (GGNPC) shares the following news:

General Superintendent Brian O'Neill was remembered at a May 29 community celebration of his life. More than 2,000 people joined Brian's family and friends at Crissy Field - one of the many beautiful national park sites created or improved through Brian's leadership. In honor of Brian's care for future generations of public servants and stewards, the Brian O'Neill Youth Leaders Fund has been established to ensure that emerging leaders continue to cultivate their skills within and draw inspiration from the parks. To learn more about this fund; please call 415-561-3000. To learn more about Brian's remarkable life and share your own memories of him, visit www.incelebrationofbrianoneill.blogspot.com.

GGNPC played a starring role in the 2009 National Conference on Volunteering and Service, which attracted over 4,000 participants to San Francisco on June 22-24. In a special "immersion learning" session, community organizers, civic leaders, and volunteer coordinators from across the globe toured the parks and saw first-hand the dramatic impact of community stewardship and partnership. Through the efforts of the GGNPC, National Park Service, and Presidio Trust, attendees visited rehabilitated park sites and a pioneering youth-education center (the Crissy Field Center) - a model for natural exploration and connection in an urban setting.

In addition, the park hosted the official kickoff of the U.S. Department of the Interior's Summer Service Initiative and Outdoor Youth Mentoring Program, with a daylong volunteer event on June 25 that featured restoration activities at park sites such as Muir Woods, Ocean Beach, Lands End, Fort Baker, Fort Mason, Crissy Field, the Presidio, and Marin Headlands.

On July 17, GGNPC will receive an award in the "Federal Event/Program" category from Take Pride in America, a national partnership program to promote the appreciation and stewardship of public lands. The award honors the Parks Conservancy's leading role - alongside the National Park Service and Presidio Trust - in organizing a tremendously successful local event in conjunction with the National Day of Service on January 19.

Inspired by the spirit of Dr. Martin Luther King, Jr. and President Obama's call for a new era of community responsibility, over 1,500 volunteers pitched in throughout the Golden Gate National Parks to restore and protect natural and historic resources. In activities ranging from trail maintenance and habitat revegetation to beach cleanups and historic-site restoration, volunteers

contributed over 3,500 hours of service in just one remarkable day. Special recognition goes to Denise Shea, associate director of volunteer management for the Parks Conservancy, who was instrumental in coordinating such a monumental effort.

GGNPC is pleased to present its 2009 annual report, highlighting milestone achievements and parkwide accomplishments through the year 2008. You can find the report on the Parks Conservancy Web site at www.parksconservancy.org/about/annual_reports.asp.

35 Junior Ranger Ambassadors were trained at the National Conservation Training Center in Shepherdstown June 15-19. These **Student Conservation Association** interns were trained in basic interpretive skills, writing for children, the use of a design platform, and the history of the National Park Service. While in training they also passed the security training necessary to use park computers. A field trip was taken to Monocacy National Battlefield where the Ambassadors participated in the park Junior Ranger Program and received Safety Training from Dave Schuller of the Northeast Regional Office. Other instructors included Wendy Davis, Marcia Towns, Tom Davies, and Corky Mayo. In a matter of three days the Ambassadors were able to produce some outstanding examples of Junior Ranger Program activities. Each of the Ambassadors will be assigned to a park for 12 weeks with the task of either creating or updating a Junior Ranger Booklet. Currently there are 340 parks that offer Junior Ranger opportunities. In FY 2008, 565,000 junior rangers were sworn in. The goal is to reach 1,000,000 by 2016.

VENDOR SUPPORT NEWS

Several of APPL's Vendor Support Program donors were recently recognized at the Benjamin Franklin Awards during Book Expo America. APPL congratulates Dawn Publications, Farcountry Press, and Fulcrum Publishing on this achievement. View the complete list of winners at www.ibpa-online.org/pubresources/benfrank2009_Winners.aspx.

Current Vendor Support Program participants should have already received their 2010 donation materials. When reviewing this year's donation materials you will notice that VSP Sponsors are now called VSP Contributors to distinguish them from our convention sponsors. The donation level for that category has changed to \$450.

Questions regarding 2010 VSP donations should be directed to Nancy Kotz at 301-946-9475, extension 224, or nkotz@appl.org.

Two of our VSP donors have new main contacts. Please update your records to reflect the following:

- KC Publications – Dodie Long, General Manager, dodie@kcpubinc.com
- University of New Mexico Press - Richard Schuetz, Associate Director for Business Operations, rschuetz@upress.unm.edu

FUNDING OPPORTUNITIES

Do you know an organization that is working to create or improve a greenway, trail or waterway? The Eastman Kodak Company, The Conservation Fund and the National Geographic Society team up each year to present the Kodak American Greenways Awards Program. One major aspect of the Program provides grant funding to organizations that enhance our nation's outdoor heritage by creating and restoring greenways, blueways, trails and open space systems.

This year's application deadline has been extended to July 15. Most grants range from \$500 to \$1,000. The maximum grant is \$2,500.

Details on this grant program are available at www.conservationfund.org/kodak_awards.

Tom's of Maine's, 50 States for Good Initiative offers program funding for nonprofits. With a total community action fund of \$100,000, the initiative celebrates and rewards nonprofits from across the country whose efforts are focused on lasting, positive change in the community. 501(c)(3) organizations from across the country are encouraged to apply for funding and invite their members/constituents to participate in the process. Finalists will be selected by a judging panel based on immediate achievability, positive impact in the community, and engagement and mobilization among members of the community. After finalists are selected, online voting by the public will determine which five organizations will receive \$20,000 each. For more information visit: www.tomsomaine.com/community-involvement/fifty-states.aspx.

Lead Agencies for Global Youth Service Day 2010 will have the opportunity to enhance their visibility and garner national attention by heading city, regional, or statewide coalitions of at least ten partners that organize service events for the next Global Youth Service Day in April of 2010. Nonprofit organizations

from across the United States, the District of Columbia, and the Canadian provinces of Alberta, Ontario, and New Brunswick are eligible to apply for Lead Agency status. Along with a \$2,000 Global Youth Service Day planning grant sponsored by State Farm Companies Foundation, Lead Agencies receive travel support to attend the Youth Service Institute in Washington, DC, and extensive training and technical assistance from Youth Service America. The application deadline is July 17. To access more information about the program and the online application system, visit www.gysd.org/partners/leadagencies.

As Grants.gov has been overwhelmed by traffic since passage of the \$787 billion American Recovery and Reinvestment Act, federal agencies are continuing to open up alternate routes for grantseekers. The Local/State Funding Report (May 4, 2009) lists ten departments and agencies that have begun accepting grant applications through their own Web sites:

- Corporation for National and Community Service
- Department of Defense
- Department of Education
- Department of Energy
- Department of Housing and Urban Development
- Department of Justice
- Department of Transportation
- Environmental Protection Agency
- National Air and Space Administration
- National Science Foundation

EVENTS AND OPPORTUNITIES

August 2009

National Scenic Byways Conference, August 23-26, Denver, CO. Visit www.bywaysresourcecenter.org for more information.

National Park Service Founders Day, August 25.

September 2009

Breaking the Color Barrier in the Great American Outdoors, September 23-26, Atlanta, Georgia. For information on the conference and how to participate, visit www.breakingthecolorbarrier.com.

National Public Lands Day, September 26. Visit www.publiclandsday.org to register your event, volunteer or to learn more about this annual day of service to America's public lands.

5th Annual National Conference of the Alliance of Natural Resource Outreach & Service Programs: Master Naturalist Programs and More, September 28th - October 2nd, US Fish and Wildlife Service National Conservation Training Center, Shepherdstown, WV. Visit www.anrosp.org for details.

October 2009

North American Association for Environmental Education Conference, Creative Leadership in Environmental Education, October 7-10, Portland, OR. More information may be found at www.naaee.org.

National Trust for Historic Preservation Conference, October 13-17, Nashville, TN. Log onto www.preservationnation.org for details.

November 2009

World Ranger Congress, November 1-7, Santa Cruz, Bolivia. The International Ranger Federation hosts this Congress every three years. Registration and more information at: www.worldrangercongress.org.

2009 National Publishing Conference and Book Industry Trade Show, November 11-14, Doubletree Hotel - Reid Park, Tucson, Arizona. Visit www.pubwest.org/index.php?page_id=222 for additional information.

2009 National Publishing Conference and Book Industry Trade Show, November 12-14, Doubletree Hotel - Reid Park, Tucson, AZ. For details, visit www.pubwest.org/index.php?page_id=222.

NAI National Workshop, November 17-21, Hartford, CT. Learn more at www.interpnet.com/workshop.

December 2009

America's History: Protecting the Past, Informing the Future, Ranger Rendezvous XXIII, Association of National Park Rangers, Wyndham Hotel, Gettysburg, PA. December 6 - 10. Additional details will be available at www.anpr.org/anprrr.htm.

February 2010

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

MARKETPLACE

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

Blubandoo Cooling Headwear was recently honored by a visit from the APPL staff and board! While Nancy Kotz, Amy Matthews, Donna Asbury and Lisa Madsen were scouting out the San Diego coast for the 2010 APPL Annual Conference, Blubandoo hosted all to a company tour and seaside lunch.

To celebrate National Park and Recreation Month in July, have a family game night using Gallopade International's Don't Know Beans About... America game. Kids can have fun while learning about the great national parks and historic sites that are America's treasures! About half of the game's 60 question cards and 60 answer cards are about national parks located from coast to coast and the other half are about national historic sites. Want to know which state has the most national parks? The game teaches players that's California. Want to know what state Everglades National Park is located in or what other country Glacier National Park borders? Play the game and you'll learn Florida and Canada are the answers.

Don't Know Beans About... America is not only fun (and educational!) for the whole family, but its unique twist involves players doing an often hilarious task when they give the correct answer - like hitting an imaginary baseball and shouting "Home Run" or giving high-fives to other players. This game is guaranteed to get everybody in on the action and learning together - what better way to add to summer's fun and to celebrate some of what makes America great! For more information about this game, which is 1 of the 10 games in the *Don't Know Beans About... series*, please contact Gallopade International at 800-536-2438 or visit www.gallopade.com.

Rosen Publishing announces the release of a new 4-book series entitled Get Outdoors. This how-to sport series teaches young readers the basic techniques and essential equipment needed to enjoy outdoor activities. Each title includes full-color photographs, step-by-step instructions, and important safety tips. Titles in this series include: *Canoeing and Kayaking*; *Fishing*; *Orienteering*; and *Rock Climbing*.

This series will be available in both paperback and library-bound editions. If you would like to receive complimentary review copies, please contact Tricia Bauer (646-205-7477, triciab@rosenpub.com) or Dan Faust (646-205-7490, danf@rosenpub.com).

Safari, LTD has a new Web site. Visit them at www.safariltd.com/ipage.html to see what's new.

POSITIONS AVAILABLE

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

Harpers Ferry Center has posted a listing for a New Media Technology Specialist. This position serves as the Service wide Technology Coordinator for Interpretation and Education and works in collaboration with parks and regions to develop and produce an array of media products in support of the mission of the National Park Service. The purpose of the New Media Technology Specialist is to assure the overall quality of "new and emerging media" products created for the National Park Service, and for identifying, researching and evaluating new media technologies that could be utilized in support of NPS goals for interpretation, education and outreach. The GS-13; Vacancy CK263095TS closes July 14. You can find out more at the USAJobs posting, <http://tinyurl.com/16roeq>.

RESOURCES

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

Network for Good is pleased to offer their new email Outreach Guide for nonprofits. The *Nonprofit Email Marketing Guide: 7 Steps to Better Email Fundraising & Communications* is full of tips for you to put to use right away, and it comes with a sample e-newsletter you can use to create your own or audit your existing e-newsletter. Visit <http://web.networkforgood.org/email-fundraising-guide/> to get your copy.

Do you want to learn more about topics such as bringing cultural diversity to your organization or using social networks to promote your cause? Then check out the free conference call seminars offered by the Orion Grassroots Network (www.oriongrassroots.org/conference_calls) and the Chronicle of Philanthropy (<http://philanthropy.com/live/>). Both organizations also post transcripts of their conference calls so you can refer back to their content or catch up on any calls you miss!

All for Good makes it simple to find and share volunteer activities with friends and family. Visit www.allforgood.com to learn more about this new Web portal and learn how your organization can reach a new audience of potential volunteers.

A new survey by Johns Hopkins University finds that U.S. nonprofits are stressed, but are surviving the recession. The survey of 363 organizations found that 80% are experiencing fiscal stress, with close to 40% reporting that the stress was "severe" or "very severe." The report found that factors contributing to the "perfect storm" affecting nonprofits include declining revenues (51%), rising health benefit costs (57%), declining endowment values (80%), and declining government support (35%). Organizations responding to the survey differed widely in size, covered all regions of the country, and represented diverse fields.

Despite the ongoing challenges confronting nonprofits, more than two-thirds of the organizations surveyed indicated that they have been "successful" or "very successful" in coping with the fiscal crisis. That finding is consistent with patterns seen in previous recessions, in which nonprofits boosted employment while for-profits cut jobs, suggesting that nonprofits are a counter-cyclical force in the economy. For additional information, you will find a free downloadable copy of *Impact of the 2007-09 Economic Recession on Nonprofit Organizations* at www.ccss.jhu.edu/pdfs/LP_Communicues/LP_Communicue_14.pdf.

According to a new report from the Bridgespan Group, the impact of the economic downturn on the nonprofit sector has deepened over the past six months, with an increasing number of organizations resorting to layoffs, broad programmatic reductions, and reserve draw-downs. Issued as a follow-up to a November 2008 survey, the new report, *Managing in Tough Times: May 2009 Nonprofit Leaders Survey*, found that 92% of nearly one hundred nonprofit leaders surveyed in May reported that their organizations were experiencing adverse effects of the downturn - up from 75% in November. Additionally, 49% said their organization's financial situation had worsened, with the number of nonprofits reporting funding declines jumping from 52% to 69%, and those reporting declines of more than 20% increasing from 13% to 24%.

In response to the tough economic climate, 41% of respondents said they had laid off staff (compared with 28% in November), 67% had redesigned programs to reduce costs (59% in November), and 33% had dipped into reserve funds (19% in November). According to the survey, the most popular recession-fighting tactic among nonprofits was to work more closely with existing funders. Despite the current challenges, almost half the respondents said they believed their organization would be on stronger financial footing in a year's time. To view the report, visit www.bridgespan.org.