



# News wire

## APPL NEWS

**Supporting Education  
and**

**Stewardship**

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**News wire is a monthly publication designed to provide news and information on issues important to the public lands community.** Deadline for submissions is the third Thursday of each month. Items may be submitted for review and publication to [appl@appl.org](mailto:appl@appl.org).

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

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

**Donations of unique vacation experiences and gift packages are needed for the 2010 APPL *Special Times in Special Places* online auction.** In addition to serving as a fund raising venue, the auction is designed to raise awareness of the magnificent places APPL member organizations support. Auction information and donation packets have been mailed to all APPL members and Vendor Support Program donors (information can also be found at [www.appl.org/Members\\_New/Online\\_Auction.htm](http://www.appl.org/Members_New/Online_Auction.htm)). Please consider this opportunity to promote your association/company and provide an exclusive benefit to your organization's members by working with your board, staff and local partners to develop vacation experience packages valued at \$500 or more and gift packages of \$100 or more. The proceeds from travel experiences at levels of \$500 or more may be split 50-50 with contributing APPL member organizations, after cMarket expenses. We ask that all gift packages of less than \$500 be contributed outright, with the intent that all proceeds will benefit APPL. Please log onto the website above to donate your package online by July 15th. Have questions or need help generating ideas for interesting and unique travel packages? Contact APPL intern, Jess Walter, at [jessicawalter816@gmail.com](mailto:jessicawalter816@gmail.com).

**60 APPL members across the U.S. now offer reciprocal discounts to members of their sister associations.** An up to date list of organization who participate in this reciprocal discount program may be found on our website at [www.appl.org/Members\\_New/Reciprocal\\_Discount\\_Program.htm](http://www.appl.org/Members_New/Reciprocal_Discount_Program.htm).

**APPL's Fiscal Year 2009 Annual Report has been released.** The report summarizes our achievements over the past year and recognizes the generous support we have received from our members, vendors, and friends to foster stewardship and appreciation of public lands through effective partnerships. You can download the report at [www.appl.org](http://www.appl.org) or contact Amy Matthews at [amatthews@appl.org](mailto:amatthews@appl.org) to request a hard copy.

APPL Members, please forward copies of your annual reports as well. They are a valuable tool for gathering information about your programs and projects. The details they provide are used to illustrate the value of public lands partnership to agencies and the public lands community at large. Send your 2009 report to us electronically at [appl@appl.org](mailto:appl@appl.org) or by surface mail.

**APPL was represented in the National Environmental Education Foundation (NEEF) Public Lands Program Committee meeting on June 18 in Washington, DC.** The Committee, of which APPL executive director Donna Asbury is a member, is chaired by Clemson visiting scholar and former NPS Director Fran Mainella. The Committee focuses efforts to make every day public lands day by building awareness and capacity of public lands partnerships nationwide. Over this past year, this has involved Webinar training of local public lands support groups (involving APPL's Training Corps members), NEEF capacity building grants to local organizations, and growth in scope and participation in National Public Lands Day projects. For the coming year, Committee members discussed how to most effectively respond to the public lands and environmental issues resulting from the Gulf oil spill; the opportunity for NEEF to build

upon its capacity building grants program; additional training priorities; and next generation involvement. National Public Lands Day 2010 will take place Saturday, September 25. For additional information, visit [www.publiclandsday.org](http://www.publiclandsday.org).

**Member Services Coordinator Nancy Kotz represented APPL at two listening sessions for the America's Great Outdoors Initiative on Friday, June 18 in Annapolis, Maryland.** APPL was also represented by board member Flip Hagood of the **Student Conservation Association (SCA)** who brought 25 students and tow staff members to the session. Vanessa Morel of the **National Parks Conservation Association (NPCA)** was also in attendance.

The day began with a youth summit at which over 100 young people from across the Chesapeake region shared their thoughts on how to encourage their peers to be engaged with America's public lands in all aspects of their lives including recreation, education, conservation and employment.

Recommendations from break out groups were fairly unanimous with regard to how to accomplish the goal of attracting more young people to use and care for public lands. They included:

- Increased emphasis on environmental education
- Job opportunities
- Better access including public transportation
- Communication utilizing established as well as new media

Many of these same themes were echoed at the afternoon general listening session where over 500 people heard opening remarks by Secretary of Interior Ken Salazar, Governor Martin, O'Malley, members of Maryland's Congressional delegation. EPA Deputy Administrator Bob Perciasepe, and USDA Under Secretary Harris Sherman. A panel discussion followed with examples of innovative land conservation, recreation and stewardship. Topics of this discussion included:

- Connecting youth with conservation and the environment
- Ability of nonprofits to obtain funding
- Interagency cooperation regarding environmental education
- Access and constituency building
- Economics of connecting people to public lands including developing a healthy workforce

Following the panel presentation break out groups were convened by topic areas including open space and working lands conservation; recreation and public access; citizen stewardship, including youth and environmental education; and a general breakout session. Each break out

group was tasked with responding to four core questions asked at each listening session around the country and recorders tracked responses to be included in the report to the Administration which will be presented in November.

***Souvenirs, Gifts and Novelties* magazine continues their series on public lands partner stores in their June/July issue .** The summer issue features an article entitled *Focus on Name-Dropped Products: APPL Park Shops Recognize the Power Behind the Name*. Download the article at [www.appl.org](http://www.appl.org).

### Training News

**APPL concludes its capacity building Webinar series, *The Power of Friends*, in partnership with the National Environmental Education Foundation (NEEF), on July 8 with *Fundraising and Friend-Raising*.** The "nuts and bolts" session on fundraising will be presented to public land managers and board members across the nation. Led by APPL Training Corps members Curt Buchholtz (Executive Director, **Rocky Mountain Nature Association**) and Laurel Rematore (Executive Director, **Mesa Verde Museum Association**), the Webinar will help participants learn the building blocks of a fundraising campaign: building the case for support, identifying prospective donors, matching the funding message to the prospect, determining the best methods for requesting and managing funds, and recognizing donors. For more information about this Webinar or previous ones (or to discuss Webinars for your organization), contact APPL Education Coordinator Chuck Benjamin at [cbenjamin@appl.org](mailto:cbenjamin@appl.org). For more information on NEEF, visit [www.neefusa.org](http://www.neefusa.org).

**APPL Training Corps members Nicki Phelps and Kimberlee Riley will visit the Hawaii Natural History Association on July 6 and 7 to conduct a workshop on visitor services operations.** HNHA is convening association and park staff and supervisors from around the islands for what promises to be a fun-filled, content-rich training session. The sessions will cover service components and excellence (including dazzling service strategies), merchandising basics, display creation, and sales skills, all wrapped up in advice on how to have fun while at it. The association has not conducted training on this scale, in which all HNHA employees have gathered, since 1990. For more information, contact APPL Education Coordinator Chuck Benjamin at [cbenjamin@appl.org](mailto:cbenjamin@appl.org).

**Things are always hopping here at APPL, and the education department is no different.** We'll be conducting several trainings over the next few months, including stops at the **Zion Natural History Association** (strategic plan consultation by APPL Training Corps member Brad Wallis), the **Carlsbad Caverns Guadalupe Mountains Association** (peer review conducted by APPL Training Corps member Laurel Rematore), and Salem, Massachusetts for the National Park Service Northeast Region/National Heritage Areas Workshop (presenters are yet to be determined). More information on these trainings will follow in coming editions of *Newswire*. To inquire about trainings, self-assessments, peer reviews, or other available APPL educational services for your organization, contact APPL Education Coordinator Chuck Benjamin at [cbenjamin@appl.org](mailto:cbenjamin@appl.org).

## NEWSBITS

**The US PLAY Coalition: A Partnership to Promote the Value of Play throughout Life will host a Conference on the Value of Play February 6th-9th, 2011 at Clemson University.** The conference is designed to provide a venue through which people and organizations can come together to learn from each other and to coordinate efforts to bring play back into the lives of people of all ages. It will emphasize the health and educational implications of play, focusing on the role of parks and recreation in facilitating play for all. The U.S. Play Coalition is co-chaired by Clemson University visiting scholar and former NPS Director Fran Mainella. More information, including a call for proposals, is posted at <http://usplaycoalition.clemson.edu/index.php>.

**All 50 states are competing for trees this summer through Odwalla's third annual Plant a Tree program.** The program is a partnership between Odwalla and America's State Parks to support the environment and help with important reforestation and planting initiatives. Visitors to [www.odwalla.com/plantatree](http://www.odwalla.com/plantatree) can click on one of 50 state park systems where they would like to plant a tree, free of charge. Odwalla will double last year's donation and plant 200,000 trees through the 2010 program. Tree locations will be determined by website visitor designation.

In addition to the Odwalla website, a portion of the trees will be allocated via codes found in the Park Visitor Welcome Kits at participating State Parks. Fans of Odwalla on Facebook also can create their own virtual Microforest by encouraging others to donate trees via the Plant a Tree program. Fans will get virtual credit when their friends participate in the Plant a Tree program. As

more friends designate tree donations from Odwalla, the fan will get a virtual forest planted in their name.

The website portion of the Odwalla Plant a Tree program runs until August 15. Codes found in the State Park Visitor Welcome Kits can be redeemed through December 31. The species of trees donated will vary by region and will be planted in fall 2010 and early 2011. Odwalla has donated 160,000 trees since the program began in 2008.

**The Environmental Education and Training Partnership (EETAP) ([www.eetap.org](http://www.eetap.org)) will be offering the following courses online this fall:**

- *Fundamentals of Environmental Education* (FEE)
  - *Applied EE Program Evaluation* (AEEPE)
  - *Making EE Relevant for Culturally Diverse Audiences* (MEER)
  - *Strategic Planning and Implementation* (SPI)
- \$200 scholarships available for the FEE, AEEPE and MEER courses. More information on the scholarships is available at [www.uwsp.edu/natres/eetap/scholarships.aspx](http://www.uwsp.edu/natres/eetap/scholarships.aspx). Visit EETAP's online course website at [www.uwsp.edu/natres/eetap/index.aspx](http://www.uwsp.edu/natres/eetap/index.aspx) for course descriptions and enrollment information.

**The National Trust for Historic Preservation has announced that Stephanie Meeks will be the organization's next president.** Ms. Meeks is the head of Counterpart International, a \$110-million development organization. Before that, she worked for 18 years at the Nature Conservancy, holding a number of senior positions, including a stint as the charity's acting chief executive. She replaces Richard Moe, who announced his retirement last fall.

**PubWest is now accepting nominations for the Jack D. Rittenhouse Award.** The Rittenhouse Award was established in 1990 as a way to say "thank you" and to honor those who have made a real contribution to the western community of the book. The Award is given annually in memory of Jack D. Rittenhouse, the West's consummate bookman.

The deadline for nominations is August 2. Please e-mail nominations to [executivedirector@pubwest.org](mailto:executivedirector@pubwest.org) including a statement supporting your selection.

PubWest's board of directors will select the next Rittenhouse recipient in August and the award will be presented at PUBWEST 2010, November 4-6, in Santa Fe, NM.

For more information, visit [www.pubwest.org/235.html](http://www.pubwest.org/235.html).

**Colorado Senator Mark Udall accepted the 2010 Bruce F. Vento Public Service Award on June 17<sup>th</sup> at a D.C. reception** The award, bestowed annually by the National Park Trust, recognized the Senator for his leadership and innovation in the protection of public lands in Colorado and for his life-long commitment to connecting children with the outdoors. Visit <http://parktrust.org> and choose the link “Awards” for additional information and to view a video tribute to Senator Udall.

**The Natural Leaders Network is proud to announce the release of the Natural Leaders Network Toolkit.** This toolkit is a guide for youth who want to start their own Natural Leaders action groups or networks. Included in this guide are stories of current Natural Leaders and the work that they are doing, as well as the history of the Network and how Natural Leaders fit into the greater movement to reconnect kids to nature.

The Natural Leaders Network is a program designed to empower a worldwide youth movement to strengthen the bond between children and nature. Lead your own network by visiting [www.naturalleaders.org](http://www.naturalleaders.org).

## AGENCY NEWS

**Listening sessions for the Administration’s *America’s Great Outdoors Initiative* are in full swing.** Events have already taken place in Montana, New York, Maryland, South Carolina and Washington. Upcoming listening sessions include:

- Davis, CA – July 7
- Los Angeles, California - July 8
- Ashville, North Carolina – July 15

View a schedule of upcoming listening session, register for a listening session, download a session organizer’s toolkit, or post your ideas or comments for inclusion in the report to the President at

[www.doi.gov/americasgreatoutdoors/](http://www.doi.gov/americasgreatoutdoors/). You can also become a *friend* of the Initiative on their Facebook page at [www.facebook.com/event.php?eid=135935776425537&index=1#!/AGOforum](http://www.facebook.com/event.php?eid=135935776425537&index=1#!/AGOforum) and receive up to the minute news and information. Additional community-led listening sessions are listed at [www.outdoorindustry.org/gov.ago.events.html](http://www.outdoorindustry.org/gov.ago.events.html)

**Last month the Administration launched its national *Let’s Move Outside!* initiative to promote outdoor physical activity for children and families.** *Let’s Move Outside!* will engage young people from all backgrounds in a range of educational programs and self-guided activities on America’s public lands and waters. From hiking and biking, to swimming, paddling, and horseback

riding, these activities promise to be fun, healthy, and family friendly. Throughout the summer, *Let’s Move Outside!* programs and events will be held in conjunction with schools, community groups, and other partners.

At the end of the event participants were sworn in as *Let’s Move Outside!* Junior Rangers in support of the National Park Service’s widely recognized Junior Ranger program, and similar programs in other bureaus that get kids moving in the great outdoors. Select national parks will offer *Let’s Move Outside!* stickers to children who complete physical activity tasks as part of their Junior Ranger curricula.

*Let’s Move Outside!* will soon be integrated into other programs, like the Fish and Wildlife Service’s *Let’s Go Outside* initiative, which seeks to reconnect kids and families to nature in our country’s 552 National Wildlife Refuges. To promote and consolidate these efforts, a *Let’s Move Outside!* website is now available at [www.letsmove.gov/outside/](http://www.letsmove.gov/outside/).

Primary federal partners in this initiative are the Department of the Interior’s National Park Service, Fish and Wildlife Service and Bureau of Land Management, and the Department of Agriculture’s U.S. Forest Service.

At the same time, *Let’s Move Outside!* will focus on community-based solutions to expand access to and participation in outdoor activities. To this end, the First Lady and federal partners will work with state, local, and tribal governments, community leaders and organizations, and non-governmental organizations.

For more information, please visit DOI’s Web site at [www.doi.gov](http://www.doi.gov).

**Leaders from the U.S. Departments of Labor, Interior and Agriculture joined in New York City at the Outdoor Nation Youth Summit on June 20 to announce the launch of a \$20 million federal grant opportunity and implementation of an initiative designed to help disadvantaged youth prepare for jobs in the outdoors.** Through a national grant competition, funds will be awarded to enable ex-offenders ages 18 to 24 to give back to their communities through service and conservation work, while simultaneously acquiring solid employment skills. The grant competition is scheduled to begin in the fall of 2010.

The program was unveiled by Assistant Secretary Jane Oates of the U.S. Department of Labor’s Employment and Training Administration; the U.S. Department of the Interior’s Assistant Secretary for Policy, Management and Budget Rhea Suh; and U.S. Department of Agriculture Under Secretary for Natural Resources and Environment Harris Sherman. At the Outdoor Nation Youth Summit, administration officials conducted two “listening sessions” with the 500 youth participants in the event to hear their

perspectives on the president's America's Great Outdoors Initiative and the challenges and opportunities for youth engaging in outdoor activities and pursuing employment in green jobs.

Prior to the grant competition, the three agencies will begin their partnership by implementing a pilot program this summer to increase outdoor employment opportunities for youth. The pilot will target local workforce areas to place youth in Youth Conservation Corps and other summer employment opportunities on public lands. Some of those opportunities will include working at national parks and forests, conservation areas, historic sites and tribal lands.

The partnership provides bureaus at the Department of the Interior and the Department of Agriculture with the ability to engage youth looking to work and learn about outdoor occupations. At the same time, local workforce areas are provided with expanded support for their worksites where youth can receive work experience, supervision and an education about natural resources, conservation and becoming good stewards of public lands and resources. For more information on Department of Labor training programs, visit [www.doleta.gov](http://www.doleta.gov).

### Bureau of Land Management

**The Bureau of Land Management (BLM) is pleased to announce the following selections for three positions in the Division of Education, Interpretation, and Partnerships, all located in Washington, D.C.:**

- **National Youth Lead:** For more than ten years, Betsy Wooster has worked for the Division of Education, Interpretation, and Partnerships as an Education and Volunteers Specialist. In that capacity, she helped to create innovative BLM educational programs and materials for youth, and represented the BLM on Department and interagency committees focused on youth initiatives. Prior to joining the BLM, Betsy designed youth programming and materials for several private educational organizations, including the National Geographic Society and the National Wildlife Federation. Betsy embarked on her new position in March 2010.
- **National Partnerships Coordinator:** Trevor Needham comes to the BLM from the U.S. Fish & Wildlife Service (USFWS), where he was the National Community Partnerships and Friends Coordinator for the National Wildlife Refuge System. Before joining the Federal government, Trevor worked for several prominent non-profit organizations, including the National Fish and Wildlife Foundation and the National Environmental Education Foundation (formerly the National Environmental Education & Training Foundation). Most recently, Trevor has been a

participant in the USFWS's Leadership Development Program. Trevor reported for duty with the BLM last month.

- **National Interpretive Lead:** Brianna Candelaria joins the BLM Washington Office from Utah's Dinosaur National Monument, where she has been the Assistant Chief of Interpretation. Her prior experience included interpretive positions at the United States Holocaust Museum and several national parks. She also worked at the NPS Harpers Ferry Center, the agency's national interpretive design center, as well as the BLM's National Historic Oregon Trail Interpretive Center. She is expected at the Washington Office on July 26, 2010.

Should you have any questions or require additional information, please feel free to contact Mary Tisdale, Chief, Division of Education, Interpretation, and Partnerships, at 202-912-7450.

### National Park Service

**Director's Order #32: Cooperating Associations has been approved.** This Order replaces the previous edition that was approved December 31, 2003 and includes several clarifications on the role of cooperating associations, including:

- Primary function of providing support to the NPS through the sale and publication of interpretive materials and text
- Acknowledgement that the nonprofit organizations may engage in other roles with the NPS but such roles may be guided by separate legal instruments
- Acknowledgement of operational differences between single park and multi-park associations.

Further, the Cooperating Association Principles initiated by the work of the NPS Cooperating Association Steering Committee and adopted by the NPS National Leadership Council (NLC) have been included. For more information about the Director's Order or to obtain a copy, contact Rose Fennell, NPS Servicewide Cooperating Association Coordinator at [rose\\_fennell@NPS.gov](mailto:rose_fennell@NPS.gov).

**The draft NPS Model Friends and Fundraising Agreements have been circulated and are currently under review.** Comments have been provided to NPS by members of the National Park Friends Alliance and APPL. NPS is working to review these comments and additional updates regarding the agreements will be forthcoming.

**The Publications Office at Harpers Ferry Center has created a wall-sized poster of the map of the NPS system found in the current NPS map and guide unigrid brochure.** It is now being offered for sale by the Superintendent of Documents, U.S. Government Printing Office (GPO).

The map was created in response to the high volume of requests for an oversized version that the center has received from those who have seen prints on display and have expressed an interest in acquiring copies for their unit or office. GPO feels that the sales potential is excellent for this poster.

The map, which shows all 392 authorized units of the park system, measures 39 by 29 inches and is of display quality. A complimentary box of flat copies will be sent by HFC's printer, Williams & Heintz Map Corporation, to each of the regional chiefs of education and interpretation and to the NPS Office of Public Affairs and should arrive in early June.

GPO is printing a quantity for sale to the general public, parks, and park partners and associations. The unit price is \$11.00 each, and the stock number is 024-005-01274-5. Orders may be placed in the same manner that associations use for other GPO sales items. There is no bulk-quantity price for posters.

**Stan Austin, currently superintendent at Glen Canyon National Recreation Area, has been selected as the new superintendent of Cuyahoga Valley National Park.** He will assume this new assignment on August 22nd, succeeding John P. Debo, Jr., who retired from Federal service in July 2009.

**Dale K. Phillips, currently superintendent at George Rogers Clark NHP, has been selected as the new superintendent for Lincoln Home NHS.** Phillips will begin this new position on July 18th, succeeding James A. Sanders, who retired from Federal service in February.

**Daniel R. Brown has been selected as the new superintendent of Gulf Islands National Seashore.** He will begin serving immediately as acting superintendent for 30 days, then EOD in mid-August.

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

**On May 26 Mary Coulombe, Chief of Natural Resources, and Doug Garman from the HQ Public Affairs office attended Department of Commerce Tourism Policy Council's Working Group on Sustainable Tourism.** Current focus is on the Gulf oil spill travel and tourism effects and specifically how agencies can assist in the recovery of tourism in the Gulf region. In June Mary Coulombe represented the Corps of Engineers at the first public "Listening Session" for the President's "America's Great Outdoors" held in Montana, involving over 350 people.

**Mr. James Lynch, Operations Project Manager for Rend Lake, St. Louis District, Mississippi Valley Division, has been selected as the recipient of the 2010 American Recreation Coalition's Legend's Award.** Mr. Lynch's leadership, selfless service and dedication to mission accomplishment have enhanced recreational opportunities on public lands in the Mississippi Valley Division and have shaped the Corps Natural Resources Management program for over 25 years.

**Mr. Richard Stokes, Natural Resources Manager at Lake Ouachita in the Vicksburg District, has been selected as the recipient of the 2010 Take Pride in America Federal Land Manager Award.** Mr. Stokes developed opportunities for agencies, organizations and individuals to support environmental stewardship and enhance recreational opportunities, which embodies the spirit of the Take Pride in America. In 2001, Mr. Stokes created the Lake Ouachita Citizen Focus Committee and with their assistance has obtained funds and in kind donations to benefit the project. Mr. Stokes has been a frequent presenter at the annual APPL/Corps of Engineers partnership conference.

#### USDA Forest Service

**9-year-old Matalynn Clark was presented with a trophy during a special ceremony at the Forest Service Headquarters in Washington, D.C., last month naming her the 2010 National Grand Prize Winner of the Smokey Bear/Woodsy Owl Poster Contest.** Matalynn, who lives in Virginia Beach, VA., won the third-grade category before taking top honors for her poster depicting Woodsy and the many ways people can care for the land. Matalynn received a \$100 U.S. Savings Bond and round-trip airfare and accommodations for four to Washington, D.C. Her poster also may be used for national educational materials and outreach.

More than 34,000 entries were received from first- to fifth-grade students around the country. The contest is co-sponsored by the National Garden Clubs Inc., the largest volunteer gardening organization in the world. It is the 49th year of the partnership between the Forest Service and National Garden Clubs.

Students were asked to demonstrate through original 11-inch by 17-inch drawings of Smokey Bear and Woodsy Owl their understanding of fire prevention and basic environmental conservation principles. Students were also asked to use Smokey's motto - *Only YOU Can Prevent Wildfires* - or Woodsy's motto - *Lend a Hand - Care for the Land* - as part of their drawings.

View all the winning posters at [www.gardenclub.org/youth/contests/postercontest.aspx](http://www.gardenclub.org/youth/contests/postercontest.aspx).

**Shrek has joined forces with the USDA Forest Service to encourage children to explore the many surprises within our 155 national forests and 20 grasslands.** The Forest Service, the Ad Council and DreamWorks Animations recently unveiled a series of public service announcements featuring Shrek. The ads direct parents and children to *Discover the Forest*, which is part of the Forest Service's *Re-connecting Kids with Nature* campaign that focuses primarily on children ages 8-12. The Internet site at [www.discovertheforest.org](http://www.discovertheforest.org) provides kids and parents with information about finding a forest, what to do when they get there, educational games, and much more. There is also a portal that allows parents to upload photos of their children enjoying the forest. The Forest Service's work with Get Outdoors Day events and its partnership with the Ad Council is a continuing effort to instill in America's youth a life-long love of nature and an interest in conserving natural resources.

#### U.S. Fish and Wildlife Service

**The US Fish and Wildlife Service will hold a workshop entitled Volunteer Recruitment and Management (OUT8114), August 3 –6 in San Francisco, CA.**

Department of the Interior employees must apply online through DOI LEARN: <https://doilearn.doi.gov>. Non-DOI applicants should also use this address, but click on the "Public Catalog Login" link. Search on the course code, then click on the course title for class details, then the "Apply" button. Fill out the application, and then click "Submit Order". Note that there is a phone number for submitting credit card information, if desired.

Contact: Alichia Burlett 304-876-7472 or [alichia\\_burlett@fws.gov](mailto:alichia_burlett@fws.gov) for additional information.

**A new Flickr group called *Let's Go Outside* hosted by the U.S. Fish and Wildlife Service allows Flickr users to upload images of themselves, their family and friends outside in nature.** You can use Flickr's Map function to identify where your photos were taken and see the places where group members explore nature. You can also describe where the image was taken and what it was like, blog about particular photos and your experiences in nature, and chat on the Flickr Discussion board with other group members about their favorite places to go. You can even upload images from your cell phone.

The U.S. Fish and Wildlife Service's *Let's Go Outside* initiative encourages children, educators and parents to get outside and enjoy nature and wildlife. To learn about activities in nature, including the basics of digital nature photography, visit [www.fws.gov/letsgooutside](http://www.fws.gov/letsgooutside).

## CONVENTION NEWS

*Broadening Our Horizons - 2011 APPL Partnership Convention & Trade Show, Hyatt Regency Dallas, February 21-24, Dallas, TX. Visit [www.appl.org](http://www.appl.org) for more information.*

**The first program committee conference call was held on June 16 to start planning the educational content for the 2011 APPL Partnership Convention and Trade Show in Dallas.** In the next few weeks, we'll be determining the tracks and keynote speakers for the convention, and start to map out sessions and field trips, just in time for the August *NewsWire*. In the meantime, if you have an idea for a session that you feel pertains to the convention theme (*Broadening Our Horizons*), please prepare your idea for submission. Our new abstract management system will be up and running by July 14. Although the system is still in the design phase, you can expect to submit the following, or similar, information: session abstract, learning objectives, how session relates to convention theme, target audience, audience level (beginning, intermediate, etc.), and primary speaker and speaker information. Please direct any questions about convention proposal submissions to APPL Education Coordinator Chuck Benjamin at [cbenjamin@appl.org](mailto:cbenjamin@appl.org).

**What's there to do in Dallas?** The Trinity Audubon Center is a must see while you're in town for the 2011 APPL Convention. Located just eight minutes from downtown Dallas, the Center sits on 120 acres and is part of the City of Dallas-Trinity River Corridor Project. The land used to be an illegal dump site that was reclaimed by the city and has been beautifully transformed into a major asset for people of all ages to enjoy. It provides visitors with hands-on exhibits, four miles of nature viewing trails, and of course a great nature store. Another reason to put this on your "must see" list while in Dallas is because the Center was designed by 2006 AIA Gold medalist architect Antoine Predock, and is the first LEED-certified building constructed by the City of Dallas Park and Recreation Department. Its green features include a vegetated roof, rainwater collection system, and energy efficient systems.

APPL has made arrangements with the Trinity Audubon Center for convention participants to receive a \$2 discounted adult admission fee by showing your APPL convention name badge from February 18 – 28, 2011. Learn more about planning your trip to the Trinity Audubon Center at [www.trinityriveraudubon.org](http://www.trinityriveraudubon.org).

**July's fascinating fact about Dallas - Dallas has the largest bronze monument in the world, Pioneer Plaza, which includes 49 larger-than-life longhorn steers, horses and cowboys created by artist Robert Summers of Glen Rose, TX.** It was built to commemorate the trails that brought settlers to Dallas and cattle to market. Pioneer Plaza is also the largest public open space in the central Dallas business district and is second only to Dealey Plaza as the most-visited landmark in downtown Dallas. Pioneer Plaza is located just in front of the Dallas Convention Center and is an easy five-minute walk from the Hyatt Regency Dallas, APPL's 2011 convention and tradeshow headquarters.

**The Dallas, Fort Worth & Beyond Attractions Pass gives you admission to seven major attractions and other valuable traveler discounts in the region.**

Available in 2- or 3-day increments the pass is activated the first time you use it and will remain active for the number of consecutive days purchased. Learn more about the attractions included and purchase your pass at <http://dfwandbeyond.com/save>

## FEDERAL UPDATES

**Rep. Betty McCollum (D-MN) has introduced the Nonprofit Sector and Community Solutions Act (H.R. 5533) to improve the relationship between the federal government and nonprofits.** The bill would create two new bodies to make recommendations about federal policy affecting charities and require that federal agencies improve their collection of data about nonprofits. For more information, visit [www.councilofnonprofits.org](http://www.councilofnonprofits.org).

No Congressional committee or federal agency exists to help nonprofit groups be successful - for example, nothing along the lines of the Small Business Administration, which helps for-profit groups. Ms. McCollum's legislation has been referred to three House committees: oversight and government reform, education and labor, and science technology. You may track this bill by visiting <http://thomas.loc.gov/cgi-bin/thomas>.

## MEMBER NEWS

**Arizona Memorial Museum Association has changed its name to Pacific Historic Parks (PHP) to better reflect its expanded support of historical sites throughout the Pacific.** This change reflects the association's growth over the years to support interpretive and visitor activities at the three additional historic national parks:

- American Memorial Park – Saipan.

- War in the Pacific National Historical Park – Guam
  - Kalaupapa National Historical Park – Molokai, Hawaii
- Pacific Historic Parks supports its interpretation and visitor service activities through the operation of bookstores at each of the park sites and its public membership program. For more information, visit [www.pacifichistoricparks.org](http://www.pacifichistoricparks.org) or call 808-954-8777.

**Eastern National has released a 2011 Commemorative Civil War calendar.** The 2011 Commemorative Civil War Calendar honors the 150th anniversary of the beginning of the Civil War. The calendar includes photographs, illustrations and paintings that highlight the important battles and events that took place during the war's first tumultuous year. The beautifully designed calendar mixes historic images with paintings done by some of today's finest artists. The keepsake calendar also includes text about the events during 1861 and examines the causes leading up to the breakup of the Union.

The 2011 Commemorative Civil War Calendar (EN item number 340577) will be available for sale through Eastern National's online bookstore, [www.eParks.com](http://www.eParks.com), and at many Civil War sites. The price for the 2011 Commemorative Civil War Calendar is \$8.95.

Cooperating Associations interested in obtaining review copies or placing an order for the 2011 Commemorative Civil War Calendar can contact the eParks.com warehouse at 1-877-NAT-PARK (877-628-7275) or fax to 215-591-0903.

**Grand Teton Association (GTA) is pleased to announce that the U.S. Capitol Christmas Tree will come from Wyoming for the first time in history.**

GTA's USDA partner, the Bridger-Teton National Forest has been chosen to provide the people of the U.S. with a 65 foot conifer tree, with 5,000 handmade ornaments from Wyoming citizens, to be placed in front of the Capitol in Washington DC this December. In addition to the large tree, the Bridger-Teton NF will provide up to 70 smaller trees and ornaments for the capitol offices. The tree will travel 4,000 miles on its National tour to DC.

Grand Teton Association, as the Bridger-Teton National Forests Cooperating Association, has developed products and is acting as the fiscal agent for all of the donations and expenses associated with this project.

Please visit [www.capitolchristmastree2010.org](http://www.capitolchristmastree2010.org) to learn more.

**Kristine Bradof is the new Executive Director of Isle Royale & Keweenaw Parks Association.** She can be reached at [kbradof@irkpa.org](mailto:kbradof@irkpa.org).

**The Student Conservation Association (SCA) has announced its biggest summer yet with almost 4,000 volunteers and participants ages from 15 and older, serving at sites across the country.** SCA provides high school and college-aged students with hands-on conservation experiences. Through the internships and service projects, SCA volunteers annually provide nearly two million hours of conservation service in more than 500 parks, forests, refuges and urban green spaces in all 50 states. SCA has 50,000 alumni around the world, and as many as 60 percent of SCA alumni become conservation professionals after their volunteer service.

SCA provides conservation opportunities across the spectrum, from rebuilding hiking trails, and restoring desert ecosystems, to teaching environmental education. These opportunities are found through partnerships with multiple agencies and organizations. Some APPL members that use or fund SCA interns for visitor services include: **Canyonlands Natural History Association, Eastern National, Friends of Great Smoky Mountains National Park, and Western National Parks Association.** Other friends groups that utilize SCA include: Friends of the Forest Preserves, the Bob Marshall Wilderness Foundation, and the Cook Inlet Aquaculture Association, and. For more information regarding SCA or partnering with SCA, visit [www.thesca.org](http://www.thesca.org).

**LeAnn Simpson has recently announced her retirement effective January 31, 2011, after a 25-year career working for three cooperating associations of the National Park Service.** LeAnn has spent the last seven years as Executive Director/CEO of **Western National Parks Association** based in Tucson, Arizona. Prior to that LeAnn was Executive Director of the **Glacier National History Association** for eleven years. She began her career in 1985 working for the Custer Battlefield Historical & Museum Association at Little Bighorn Battlefield National Monument before moving on to Glacier National Park in 1992.

LeAnn has been active in many APPL/CNPCA committees and task group activities over the years and served on APPL's board of directors from 1996-2002. She served as Program Committee Chair for the 1996 convention in St. George, Utah, and currently serves on APPL's Government Relations Committee.

Chairman of the WNPA Board of Directors, Karen Wade, is leading the search effort for their next Executive Director/CEO and said the board will be issuing a vacancy announcement with details on how to apply in the coming weeks. The WNPA board is planning a celebration and recognition of LeAnn's long career of working with cooperating associations and the National Park Service.

More information will be forthcoming for those that may be interested.

**On June 4 the Yosemite Fund and Yosemite Association celebrated their merger by announcing their new name, Yosemite Conservancy.** Yosemite Conservancy is now the only philanthropic organization dedicated exclusively to the protection and preservation of Yosemite National Park, and enhancing the visitor experience. Visit [www.yosemiteconservancy.org](http://www.yosemiteconservancy.org) for more information or e-mail [info@yosemite.org](mailto:info@yosemite.org).

**Zion Natural History Association announces the publication of a new comprehensive guide book of Zion National Park.** *Zion Adventure Guide: Exploring Zion National Park*, has been three years in the making and is the first complete guide to the park available. The 160-page book, with nearly 200 photographs and 25 maps became available last month.

Written by awarding winning author and former Zion ranger Greer Chesher, the book is the ultimate "Everything you ever wanted to know about visiting Zion National Park," publication. Springdale graphic artist Sandy Bell has designed the book with original maps, as well as charts, diagrams, illustrations, and some of the most outstanding photography of the park available.

This information-packed guide is the ideal trip planner for the first-time visitor and a valuable resource for return visitors to the park. It includes detailed maps, trail guides, things to see and do, reservation information, hiking and backpacking tips, a guide to the Zion Shuttle System, and the answer to just about every imaginable question a visitor might have. The trail information includes "explorer logs" filled with interpretive information on geology, plants, animals, and human history - connecting landscape with story to enhance the visitor's experience in one of America's most beloved national parks.

## VENDOR SUPPORT NEWS

**Lord's International, Inc. is our newest Vendor Support Program donor at the contributor level.**

Lord's distributes Kodak consumer imaging products to the travel and leisure industry, and is an Authorized Reseller of KODAK Digital Archive Services. Learn more about their product line and custom services at [www.lords-international.com](http://www.lords-international.com).

**Make your 2011 Vendor Support Program (VSP) donation and stay connected with APPL's members all year long.** As a VSP donor your company will not only benefit from early registration and booth discounts for

APPL's 2011 Trade Show in Dallas, but you will also have the opportunity to take advantage of exclusive marketing opportunities with APPL members throughout the year including listing in our online vendor directory, use of our member mailing list, opportunities to showcase your product or service in *NewsWire*, and more. Learn how VSP can help you market your product or service at [www.appl.org/Vendors/vendors.html#Vendor\\_Support\\_Program](http://www.appl.org/Vendors/vendors.html#Vendor_Support_Program) or contact us at [appl@appl.org](mailto:appl@appl.org).

## FUNDING OPPORTUNITIES

**The National Forest Foundation's Community Assistance Program promotes the creation of locally-based forest partnerships seeking to resolve natural resource issues through a collaborative, dialogue-based process.** The program provides start-up grants in the \$5,000 to \$15,000 range to organizations that intend to proactively engage local stakeholders in the community in forest management and conservation issues on and around National Forests and Grasslands. The deadline is July 9. Download the RFP at [http://nationalforests.org/consERVE/grantprograms/capacity\\_building/cap](http://nationalforests.org/consERVE/grantprograms/capacity_building/cap).

**Applications are being accepted until July 16 for the 2011 Collaboration Prize, a national award designed to showcase models of collaboration among nonprofit organizations.** In 2011, the Collaboration Prize will award a total of \$250,000 to the collaborations that best exemplify the impact that can result from working together. Each of the eight finalists will receive \$12,500 and the winner will receive an additional \$150,000. Collaborations must be between two or more nonprofit organizations, and government entities may be included as partners. For information, visit [www.thecollaborationprize.org](http://www.thecollaborationprize.org).

**Youth Service America is accepting applications until July 15 from organizations wishing to serve as 2011 Global Youth Service Day (GYSD) lead agencies.** Lead agencies are local, regional, and statewide organizations that work to increase the scale, visibility, and impact of Global Youth Service Day by leading events in their city, region, or state. They will convene a planning coalition of at least ten partner organizations that collectively engage at least six hundred youth volunteers in service, engage local media and elected officials, and plan a high-profile signature project or celebration of service on GYSD. Each lead agency receives a \$2,000 planning grant sponsored by State Farm Companies Foundation, travel support to attend the Youth Service Institute, and ongoing training

and technical assistance from Youth Service America to ensure a successful Global Youth Service Day. Past lead agencies have leveraged their position to strengthen their programs, form new partnerships, expand their volunteer base, garner media attention, gain support from local public officials, and secure additional funding. Visit the GYSD website for complete program information at [www.gysd.org](http://www.gysd.org).

## EVENTS AND OPPORTUNITIES

### August 2010

***Special Times In Special Places: APPL Online Auction***  
August 1– Auction package descriptions finalized. Visit [www.appl.org/Members\\_New/Online\\_Auction.htm](http://www.appl.org/Members_New/Online_Auction.htm) for more information.

***Summit XVI - The Northwoods Summit, Association of Nature Center Administrators***, August 18-21, Treehaven Environmental Learning Center, Tomahawk, WI. Visit [www.natctr.org/index.php?id=7](http://www.natctr.org/index.php?id=7) for more information and to register.

### September 2010

***From Ancient Roots the Future Springs - National Association of State Park Directors Annual Conference***, September 7-10, Santa Fe, NM. Details are available at [www.naspd.org](http://www.naspd.org).

***Special Times In Special Places: APPL Online Auction***  
September 15– Online preview.

**National Public Lands Day**, September 25. Visit [www.publiclandsday.org](http://www.publiclandsday.org) for additional information.

**National Preservation Conference**, Septembers 27-30 Austin, TX. Additional information is available at [www.preservationnation.org](http://www.preservationnation.org).

### October 2010

***Special Times In Special Places: APPL Online Auction***  
October 1– Bidding opens.

**2010 Watchable Wildlife Conference**, October 5-7, Holiday Inn Kearney, NE. Registration is now open at [www.watchablewildlife.org/conference/register.htm](http://www.watchablewildlife.org/conference/register.htm).

**2010 Risk Management & Finance Summit for Nonprofits**, October 10-12, Philadelphia, PA. Visit [www.nonprofitrisk.org/training/conference/conference.shtml](http://www.nonprofitrisk.org/training/conference/conference.shtml) for complete details.

**Special Times In Special Places: APPL Online Auction**  
October 23– Bidding closes.

**Ranger Rendezvous XXXIII**, October 31-November 4,  
Bend, OR. Learn more at [www.anpr.org](http://www.anpr.org).

#### November 2010

**Unleashing Your Publishing Potential - PubWest 2010**,  
November 4-6, La Fonda in Santa Fe, NM. Visit  
[www.pubwest.org](http://www.pubwest.org) to learn more.

**20th American Trails National Symposium**, November  
14-17. Chattanooga, TN. Details are available at  
[www.americantrails.org/2010/index.html](http://www.americantrails.org/2010/index.html).

**An Interpretation Oasis - 2010 NAI National  
Workshop**, November 16-20, Las Vegas, NV. Learn  
more at <http://interpnet.com/workshop/>.

#### February 2011

**Broadening Our Horizons - 2011 APPL Partnership  
Convention & Trade Show**, Hyatt Regency Dallas,  
February 21-24, Dallas, TX. Details will be available soon  
at [www.appl.org](http://www.appl.org).

#### April 2011

**2010 MSA Retail Conference & Expo**, April 30 - May 2,  
2011 (Expo dates May 1 - 2), Chicago / Rosemont, IL.  
Additional information is available at  
[www.museumstoreassociation.org/ConfExpo/Future\\_MR  
CE\\_11.cfm](http://www.museumstoreassociation.org/ConfExpo/Future_MRCE_11.cfm).

### 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](http://www.appl.org/Vendors/vsp_directory.htm).*

**Blubandoo Cooling Headwear and Accessories is now  
offering a FREE Product/Demo DVD.** The DVDs are  
available to new locations with minimum orders of  
\$250.00 and existing locations FREE of charge. See the  
DVD on the [www.blubandoo.com](http://www.blubandoo.com) "Products" page.  
Contact them at [info@blubandoo.com](mailto:info@blubandoo.com) or call 760 639  
4388 for more details and to receive your FREE copy.

**Rosen Publishing is pleased to announce the  
forthcoming publication of two sets of animal titles,  
which will be ready to ship by September 1.** Animal  
Architects titles soon to be available include *Beavers:  
Dam Builders*; *Coral: Reef Builders*; *Prairie Dogs:  
Tunnel Diggers*; *Termites: Mound Builders*; *Wasps: Nest  
Builders*; *Wombats: Burrow Builders*. Rosen's Windmill

Press will publish six Animal Danger Zone titles including  
*Black Widow Spider*; *Crocodile*; *Gila Monster*; *Poison  
Dart Frog*; *Rattlesnake* and *Shark*. All of the books are  
suitable for children in kindergarten through grade five  
and are twenty-four page paperbacks with full-color  
photography. Each of the books retails for \$7.00. For  
review copies please contact, Tricia Bauer,  
[triciab@rosenpub.com](mailto:triciab@rosenpub.com).

### POSITIONS AVAILABLE

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

**Grand Canyon Association (GCA) is seeking a  
Development Coordinator.** The Development  
Coordinator supports the work of the GCA's Development  
program to raise funds for priority projects and programs  
of Grand Canyon National Park and GCA.

GCA's operations are located primarily at the South  
Rim inside Grand Canyon National Park, with additional  
offices located in Flagstaff, AZ, approximately 90 miles  
away. This is a full time, benefit eligible position located  
in the Flagstaff office.

The Development Coordinator position will provide  
general support to the development program including  
correspondence, direct mail, research, donor stewardship  
and database management. In particular, this position will  
play a key role working with the director in developing the  
strategies and plans for the annual giving program.

Applications are available on GCA's website, at  
[www.grandcanyon.org/aboutus\\_employment.asp](http://www.grandcanyon.org/aboutus_employment.asp). Please  
send a completed application, cover letter and resume via  
email, mail or fax to: Grand Canyon Association, ATTN:  
Patty Brookins, PO Box 399, Grand Canyon, AZ 86023,  
fax 928-638-2484, e-mail [pbrookins@grandcanyon.org](mailto:pbrookins@grandcanyon.org).

### RESOURCES

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

**The Pew Internet & American Life Project has issued  
a report examining how Internet users monitor and  
maintain their reputation and look for others using  
social media and search engines.** Based on a survey of  
more than 2,250 adults, the report, *Reputation  
Management and Social Media: How People Monitor  
Their Identity and Search for Others Online* (47 pages,  
PDF), found that 57 percent of those surveyed said they  
had used a search engine to look up their name and see  
what information was available about them online, up  
from 47 percent in 2006. Meanwhile, 46 percent of

respondents said they had created their own profile on a social networking site, up from 20 percent four years ago. In spite of the notion that young adults are indifferent about their digital footprints, the report also found that 71 percent of social networking users ages 18 to 29 have changed the privacy settings on their profiles to limit what they share with others online. To access the report, visit [www.pewinternet.org/~media/Files/Reports/2010/PIP\\_Reputation\\_Management.pdf](http://www.pewinternet.org/~media/Files/Reports/2010/PIP_Reputation_Management.pdf).

*Is Your Nonprofit Facebook Page Worth It? Analytics and Measurement Techniques* is a free publication available from Network for Good. Download it at <http://web.networkforgood.org/201005ebook/>.

**LawForChange** ([www.lawforchange.org](http://www.lawforchange.org)) offers information and resources about legal issues affecting nonprofit groups in areas including fund raising, lobbying, governance, and taxation. The site, created by the Lex Mundi Pro Bono Foundation, allows people to search for laws and policies at the federal level and in all 50 states, the District of Columbia, and Puerto Rico.

It also features blogs, commentary, a discussion forum, and guides for starting a "social sector organization." The Lex Mundi Pro Bono Foundation is the nonprofit affiliate of an international network of commercial law firms, Lex Mundi. Its members offer pro bono legal advice to social entrepreneurs.

**Interact with APPL and continue the dialogue at any of the following social media sites:**

- **Facebook** ([www.facebook.com/appl.fb?v=wall](http://www.facebook.com/appl.fb?v=wall))  
Submit posts, photos, and videos.
- **Twitter** (<http://twitter.com/goappl>)  
Use the tag #appls10 to track updates
- **LinkedIn**  
([www.linkedin.com/groups?gid=2474557&trk=my\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=2474557&trk=my_ugrp_ovr))  
Network with colleagues.
- **Flickr** ([www.flickr.com/photos/goappl/](http://www.flickr.com/photos/goappl/))  
Photo sharing group
- **WordPress** (<http://goappl.wordpress.com/>)  
APPL's blog



Association of Partners for  
Public Lands  
2401 Blueridge Avenue  
Suite 303  
Wheaton, MD 20902  
Phone: 301-946-9475  
Fax: 301-946-9478  
[www.appl.org](http://www.appl.org)