



*Supporting Education  
and  
Stewardship*

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

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

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

**APPL thanks all our *News wire* subscribers who have joined our electronic distribution list.** If you have not already signed up to receive your *News wire* electronically, please send an e-mail to [appl@appl.org](mailto:appl@appl.org). We also encourage you to add your board members to *News wire's* electronic distribution list.

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

# News wire

## *Navigating the Future* *2009 APPL Convention & Trade Show* *Baltimore, Maryland* **Special Issue**

**This issue includes important information to help you prepare for the 2009 APPL convention.**

### CONVENTION NEWS

**APPL is now on Facebook!** Our new page has information about the upcoming convention, discussions on key topics, and is a place to connect with friends and colleagues who share an interest in public lands. Be sure to add our page to your profile today! Visit [www.appl.org](http://www.appl.org) for a link and network with your APPL colleagues on Facebook.

**Is this your first APPL Convention or want some tips on how to make the most of your convention experience?** Check out our Newcomers Tip Sheet at [www.appl.org/Training\\_Conventions/Newcomers%20Tip%20Sheet.2009.pdf](http://www.appl.org/Training_Conventions/Newcomers%20Tip%20Sheet.2009.pdf) for information designed to help you “navigate” the convention week.

**Twenty “Voices of the Future” will join APPL on March 1 in a Summit to discuss the connection between urban young adults and public lands.** These emerging leaders come from throughout the greater Baltimore and Washington area, and will convene for the day to address issues linked to our environment and to strengthening the diverse network of environmental and public lands advocates. During the Summit they will network with representatives of APPL, including APPL’s board of directors, and share their perspectives. A summary of their thoughts will be presented during the General Session on Monday morning with keynote speaker and Summit coordinator, Iantha Gantt-Wright.

**On behalf of APPL, American Park Network will make a donation to the National Forest Foundation to fund the planting of one tree for every attendee at the 2009 APPL Convention.** The trees will be planted in Plumas National Forest in Northern California to help reduce carbon in the atmosphere and make a positive impact on America’s public lands. The trees will help replenish more than 30,000 acres of forest that burned in a forest fire in 2007.

Tree seedlings are growing now at a Forest Service nursery, with planting scheduled to begin in 2010. The native tree species mix includes large-cone sugar pine, incense cedar and white fir, Douglas fir and ponderosa pine.

As the planted seedlings grow, the forest will begin to replicate the look, feel and function of the natural forests of Northern California’s Sierra Nevada Mountains. These new trees will also help benefit water quality in the Feather River, sensitive amphibian species, diverse wildlife, and fishing and camping experiences for visitors.

The tree planting is being made in partnership with the National Forest Foundation and the Carbon Capital Fund.

Visit the American Park Network team at Booth 325 to learn more about what you can do to support tree-planting programs for your organization and to hear their exciting plans for the spring relaunch of OhRanger.com, which will include comprehensive listings of all federal and state public lands in America.

**We hope you'll notice APPL is taking steps to make the Annual Convention & Trade Show more environmentally friendly, and we could use your support.** In addition to the partnership with the American Park Network to plant trees in honor of each attendee we've also tried to reduce the water bottle consumption during beverage breaks by utilizing water stations instead. Other efforts include Impact Photographics sponsorship of 100% recycled soda bottle tote bags made in the USA. The 2009 name badge holders are made from 50% post consumer recycled materials – and you can extend the life of your badge holder by returning it at the end of the convention so it can be used for future conventions and trainings.

**APPL needs YOU! The success of the APPL Convention & Trade Show is impossible without the support and help of volunteers.** Help is needed on Saturday, February 28 during the day to stuff tote bags with registration materials – don't let this often perceived dull task fool you – its loads of fun! Assistance is also needed at the registration desk on Sunday, March 1st, throughout the week at the silent auction, and for various events collecting tickets and greeting people. Those interested should email Amy Matthews at [amatthews@appl.org](mailto:amatthews@appl.org) or sign-up as a volunteer onsite at the registration desk.

**The APPL staff will be arriving on-site in Baltimore the evening of Thursday, February 26th.** If you need to reach us please contact the Marriott Inner Harbor Hotel and leave a message. You may also leave a message on our office phone, which we will be checking occasionally.

### Registration Desk Hours

**Check in at the registration desk to receive your name badge and convention materials.** Name badges are required for admission to all convention activities, so please wear your badge throughout the convention. Check the desk for messages, lost-and-found items, and other assistance. Visitor information can also be found here including points of interest, restaurant lists, and maps.

### Registration & Information Desk Hours

Saturday, February 28	3:00 pm – 5:00 pm	Marriott, Stadium Ballroom Foyer, 2nd Floor (attendee registration only)
Sunday, March 1	7:30 am – 6:00 pm	Marriott, Stadium Ballroom Foyer, 2nd Floor
Monday, March 2	7:30 am – 5:00 pm	Marriott, Stadium Ballroom Foyer, 2nd Floor
Tuesday, March 3	7:30 am – 6:30 pm	Baltimore Convention Center, Otterbein Lobby (Street Level)
Wednesday, March 4	7:30 am – 5:00 pm	Baltimore Convention Center, Otterbein Lobby (Street Level)

## CONVENTION PROGRAM NEWS

Download a portable copy of the 2009 APPL Convention & Trade Show schedule at [www.appl.org](http://www.appl.org).

### Pre-Convention Seminars

**You can still registration for a pre-convention seminar.**

Here are five good reasons why you should maximize your convention experience by participating in one of the Sunday, March 1 pre-convention seminars:

- Excellent opportunity to learn from experts in the field
- Variety of emerging hot topics to select from
- Seminars tailored specifically to the nonprofit public lands community
- Ample time programmed for discussion and sharing
- Exceptional value!

Come to the registration desk at the Marriott on Saturday or Sunday to check the space available for pre-convention seminars. Log onto [www.appl.org](http://www.appl.org) for more information on pre-convention seminars and to download an onsite registration form.

**Managing Volunteer Programs: From Pitfalls to Pinnacles is a full day pre-convention session on Sunday, March 1 from 8:30 am to 4:30 pm.** Volunteers can be an amazing source of assistance for many agencies and organizations - if you effectively plan for and manage them. The presenters, Dorie Murphy with the Army Corps of Engineers, Pam Hess with the Appalachian Mountain Club, and Alex Kosseff with Adventure Safety

International, have over forty-five years of combined experience working in professional capacities with volunteers. This experience spans a wide range of federal agencies, cooperating associations, and other non-profits. They will share some of what they have learned in this session, but will also be facilitating participant input. Discuss effective approaches to bringing volunteers into your organization, keeping them happy and coming back, and making sure they further your objectives. Also learn about the realities of how much volunteer programs cost and techniques for handling (and preventing) problems with volunteers. You'll leave with the inspiration and ideas to take your volunteer program to new heights! Feel free to contact Alex at [alexkosseff@adventuresafety.org](mailto:alexkosseff@adventuresafety.org) if you have any questions about this session.

### General Sessions

**Our 2009 General Sessions include an array of speakers whose messages will be sure to challenge as well as inspire you:**

Monday, March 2 8:00 am – 9:30 am

**Iantha Gantt-Wright**, President and Founder, The Kenian Group Diversity Coaching and Consulting will address the standing concern amongst public land, environmental and conservation organizations that they can and may become irrelevant as a result of the changing demographics in America. Reflecting on what this country looked like when groups like APPL were founded gives us great clarity when we compare that picture to where we are today. The demographic changes of America have and will continue to be striking. How can APPL and its partner organizations view and engage this awesome sea of change from the standpoint of “opportunity” as opposed to “challenge?” How can we get past the fear of what this means to the hope of what it can bring? Mrs. Gantt-Wright will build on themes from Sunday’s Voices of the Future Summit and share organizational and institutional competencies that support a respectful process for working in and with diverse communities.

Tuesday, March 3 8:00 am – 9:30 am

**Larry Schweiger**, President and Chief Executive Officer, National Wildlife Federation will discuss the National Wildlife Federation’s (NWF) efforts to educate the public about climate change and what each of us can do to preserve our environment for the enjoyment and benefit of current and future generations.

Wednesday, March 4 8:00 am – 9:30 am

**Ken Burns & Dayton Duncan**, Director & Co-producer, *The National Parks: America's Best Idea* will speak about and show clips from their upcoming six-part series on America’s National Parks to be aired by PBS in the fall of 2009. The

*National Parks: America’s Best Idea* traces the origins and growth of the national parks system over the past 150 years. It is a dramatic story, full of struggle and conflict, high ideas and crass opportunism, stirring adventure and enduring inspiration. It is also a human story, filled with unforgettable characters. Like our nation’s story, it is the story of an idea—an idea that is constantly tested, constantly evolving and inherently full of contradictory tensions; between individual rights and the community, between preservation and exploitation, between one generation’s immediate desires and the next generation’s legacy.

### Agency Sessions

**All NPS employees are invited to attend the NPS Agency Employee Meeting being held at the APPL convention.** This will be a gathering of NPS employees only. It is a chance to have discussion/Q&A about issues, trends, concerns, ideas, challenges, and solutions as they relate to the work NPS does with cooperating associations. Rose Fennell is in the process of pulling together an "agenda" so if there are any items you would like to have listed, please contact her at [Rose\\_Fennell@nps.gov](mailto:Rose_Fennell@nps.gov). This session, while informal, will also be informational. The meeting will take place Monday, March 2 from 1:00 - 2:30 pm in the Chesapeake Room at the Marriott Hotel.

### Concurrent Sessions

**Help APPL in our efforts to go paperless by accessing session handouts online.** Session handouts are posted at [www.appl.org/Training\\_Conventions/2009program.html](http://www.appl.org/Training_Conventions/2009program.html). Please note that speakers were encouraged to go paperless and many of them will offer to email you their presentations/handouts/resources after the convention.

**Public lands face significant threats from climate change and environmental degradation; as leaders working to protect these special places, we have an obligation to incorporate environmental responsibility into our operations.** Adopting sustainable practices also provides an added benefit: “greening” not only helps protect the environment, but can also increase your organization’s profits. For example, did you know that by switching to energy star appliances, your organization can save an average of 30% a year on energy costs?

Join Beth Pratt, Director of Environmental Affairs for Xanterra in Yellowstone, for *Greening Your Organization: The Basics* on Tuesday, March 3rd at 10:00 am to explore practical and money-saving options for greening your organization. She’ll demonstrate simple cost/benefit analysis for sustainable scenarios and teach the basics of developing a sustainability plan. The planet - and your pocketbook - will benefit from your attendance.

**Managing Risk in Your Field School, at 1:00 pm on Tuesday, March 3rd, will focus on cooperating association field schools; however the information in the session will be relevant to any outdoor education program.** Risk management practices in outdoor education have evolved significantly in the past ten years as programs continue their efforts to reduce the risk of both injuries and litigation. Presenter Alex Kosseff will address common causes of accidents, approaches to limiting the potential for litigation, and developing an effective system for managing safety and liability concerns. He will also provide session participants with a simple workbook that can be used to self assess your organization's key risk management practices in twenty-seven areas of concern. Kosseff, the author of the *AMC Guide to Outdoor Leadership*, has supported more than fifty outdoor education programs as a partner in the consulting firm Adventure Safety International LLC. His extensive consulting work with the Yellowstone Association Institute over the past five years inspired him to share some of his knowledge with the APPL.

**Join APPL's board and staff at the Stakeholder Meeting on Wednesday, March 4 at 10:00 am.** It's not only an update on the state of your organization, but it's also an opportunity to learn more about current and future initiatives. We will share the results of our member and potential member surveys, and how this information is informing our efforts. You will gain information on how to participate in our first-ever online auction and share in the proceeds. And, we will share the work of APPL's committees who are focusing on such areas as education, government relations, and the 2010 convention.

**Did you just finish your annual report or quarterly newsletter?** Publish a brochure about a treasured cultural resource or the work of your dedicated volunteers? Is your report now sitting in a box? At the 2009 APPL conference, communications and advocacy experts Andrea Keller Helsel and Marcia Lesky will provide tips to help you identify and implement the right publicity and community engagement activities — including developing engaging, effective reports of all shapes and sizes — to advocate for actions that achieve your agency or organization's goals. Bring your energy and ideas for this lively, interactive workshop. Be sure to attend *Advocating for Action!* on Wednesday, March 4, 1:30-3:00 pm.

#### Post Convention Agency Seminars

**USACE staff and partners are gathering on Thursday, March 5 and Friday, March 6 for the annual USACAE Partnership Training.** This year's seminar will address changes in allocations, operational policies, programs, and processes and how to manage them through innovation,

collaboration, and community outreach will play critical roles as we encourage and cultivate partnerships to enhance our program during these challenging times.

Learn about the latest efforts by your peers to leverage partnership dollars and resources. Innovative partnering efforts include the use of regional foundations, novel approaches to handshake seed funds, optimal use of the new Contributions, Fundraising, and Recognition Reference Guide (CFRG), and other initiatives that you can put to use at your own projects. This training is intended to benefit projects with existing partnerships as well as those starting new ones. Appropriate for Corps employees at all levels and associated partners.

Download the agenda at [www.appl.org/Training\\_Conventions/DRAFT%202009%20Partnership%20Workshop.pdf](http://www.appl.org/Training_Conventions/DRAFT%202009%20Partnership%20Workshop.pdf).

#### 2009 Presenters

- Iantha Gantt-Wright  
The Kenian Group Diversity Coaching and Consulting  
[www.keniangroup.com](http://www.keniangroup.com)
- Larry Schweiger  
National Wildlife Federation  
[www.nwf.org](http://www.nwf.org)
- Ken Burns & Dayton Duncan  
*The National Parks: America's Best Idea*  
[www.florentinefilms.com/ffpages/FFIntro-frameset.html](http://www.florentinefilms.com/ffpages/FFIntro-frameset.html)
- David Harp  
[www.chesapeakephotos.com](http://www.chesapeakephotos.com)
- Tom Horton  
<http://jhupbooks.press.jhu.edu/ecom/MasterServlet/GetItemDetailsHandler?iN=9780801864261&qty=1&viewMode=3&loggedIN=false&JavaScript=y>
- Speaker Bios  
[www.appl.org/Training\\_Conventions/2009%20Speaker%20List%201%2021%202009.pdf](http://www.appl.org/Training_Conventions/2009%20Speaker%20List%201%2021%202009.pdf)

#### SPECIAL EVENTS NEWS

##### Opening Reception

**Reconnect with your old friends and make some new ones as our convention gets off to a great start at the Opening Reception in the Baltimore Convention Center.** You will be welcomed by the cool sounds of "Kinipshin Jones" a local area band setting the tone for your evening. Enjoy a view overlooking famous Camden Yards baseball stadium and foods reminiscent of "the old ball game." Cash bar is back by popular request. The reception runs from 6:30 until 8:30 pm on Sunday, March 1.

The Opening Reception is included with attendee and companion registration. Guest tickets are available for \$45. The dress for this event is casual

### APPL Media & Partnership Awards

**Come recognize the winners of the 6th annual APPL Media & Partnership Awards during a special ceremony on Monday, March 2 from 8:00 pm – 9:30 pm in the Grand Ballroom of the Marriott.** The awards celebrate the achievements of America’s nonprofit public lands partners in publishing, product development, and programming. Winning awards will be displayed in the exhibit hall during trade show hours on Tuesday and Wednesday. Business dress is suggested for this event.

View a list of the finalists for this year’s awards at [www.appl.org/News\\_Events/Awards.htm#2009\\_Awards](http://www.appl.org/News_Events/Awards.htm#2009_Awards).

### Auction Events

**Thanks to all of you who have made generous donations to the 2009 APPL Silent and Live Auctions.** Review the list of this year’s auction items at [www.appl.org/Training\\_Conventions/2009auction.html](http://www.appl.org/Training_Conventions/2009auction.html) and help APPL invest in the future of its members and the nonprofit public lands community. The funds raised from last year’s auction enabled our board to award over \$7000 to 6 individuals from four different APPL member organizations to attend this year’s convention. The APPL Education and Scholarship Fund owes its success to people like you who understand the importance of furthering the development of our members to be viable and effective nonprofit public land partners.

Silent Auction – Baltimore Convention Center Hall G  
 Tuesday, March 3                      2:30pm - 6:30 pm  
 Wednesday, March 4                 9:30am – 12:00 pm

Live Auction – Marriott Grand Ballroom  
 Wednesday, March 4                 6:30 pm – 9:30 pm

### Keynote Luncheon

**Join photographer, David Harp, and writer Tom Horton on Tuesday, March 3 from 11:30 am – 1:00 pm for *Living On The Edge: Man, Nature And The Chesapeake Bay* an intriguing glimpse into one of North America’s most fascinating regions, the Chesapeake Bay.** Come learn about the delicate ecology of this great aquatic system and the changes and challenges it faces today. You’ll be captivated by Harp’s stunning photography and Horton’s journalistic depictions of the essence and beauty of the people, animals, and landscape of the Chesapeake Bay.

David Harp, former staff photographer for the Baltimore Sun Magazine, has received awards from the Maryland, Delaware, and DC Press Associations and the National Press

Photographers Association. His photography is regularly featured in national environmental and lifestyle magazines. Tom Horton reported on the Chesapeake Bay for the Baltimore Sun for fifteen years before becoming a freelancer in 1987. Horton’s first book, *Bay Country*, won the John Burroughs Medal for the best natural history book of the year.

Horton and Harp share a passion for the Chesapeake Bay and have collaborated on a number of projects including three books *Water’s Way: Life along the Chesapeake*, *The Great Marsh: An Intimate Journey into a Chesapeake Wetland*, and *The Nanticoke: Portrait of a Chesapeake River*.

This event is not included with attendee registration. A limited number of tickets may be available onsite at the registration desk.

### CONVENTION SPONSORS

**The 2009 APPL convention could not be possible without the generous support of our sponsors.** We thank all of them for their generosity and commitment to the nonprofit public land partner community.

\$10,000	National Park Foundation
\$8750	Paragon Press (in-kind)
\$7,500	Impact Photographics
\$6,500	Global Interprint (In-kind)
\$3,000	Arizona Memorial Museum Association Great Smoky Mountains Association Eastern National
\$2,000 - \$2,250	Golden Gate National Parks Association Grand Canyon Association Jefferson National Parks Association
\$1,750	Alaska Geographic National Parks Conservation Association Red Rock Canyon Interpretive Association Western National Parks Association

\$1,000	Death Valley Natural History Association Grand Teton Association National Geographic Maps Peaks, Plateaus and Canyons Association Sierra Press
\$500	American Park Network Glacier Association Friends of Great Smoky Mountains National Park Mesa Verde Museum Association Mount Rushmore National Memorial Society Public Lands Interpretive Association Rocky Mountain Nature Association Sequoia Natural History Association Shenandoah National Park Association Yosemite Association
\$400	Badlands Natural History Association
\$300	Hawaii Natural History Association
\$200- \$250	Devil's Tower Natural History Association Redwood Park Association
\$100	Black Hills Parks and Forests Association Theodore Roosevelt Nature and History Association

## PRACTICAL TIPS

**What's a coffee lover to do?** Food and beverage are the largest overhead cost for any organization hosting a convention. And, food and beverage is the area that draws the most comments and criticisms from participants. Why?

Just like at the movies, where a box of popcorn and a soft drink exceed the cost of a ticket, hotels and convention centers earn a great deal of their revenues from food and beverage. Currently, a gallon of coffee costs up to \$85 and a soft drink is about \$3.50 when served to convention attendees. Add service charges of 20% and that caffeine and sugar buzz becomes pretty pricey when multiplied by 300 or more participants.

Still looking for that morning cup of Joe? The good news is that there are coffee makers in the hotel guest rooms at both the Marriott and the Holiday Inn as well as an express store in

the Marriott that sells a limited line of Starbucks products. APPL will put out the coffee and other beverages at regularly scheduled breaks following the General Sessions each morning.

### **Food & Beverages**

Take time to network with others during lunch breaks on Monday and Tuesday. Both the Baltimore Marriott Inner Harbor Hotel at Camden Yards and the Baltimore Holiday Inn have restaurants on their premises. Lunch breaks are also a good time to get some exercise by walking down to the Inner harbor area where there are plenty of options at the food court to satisfy any appetite.

The Marriott will have a buffet lunch available in their Café Promenade on Monday March 2. In addition, cold sandwiches, chips, and sodas are available in their Re:Store lobby gift shop. Log onto [www.marriott.com/hotels/hotel-information/restaurant/bwiih-baltimore-marriott-inner-harbor-at-camden-yards/](http://www.marriott.com/hotels/hotel-information/restaurant/bwiih-baltimore-marriott-inner-harbor-at-camden-yards/) for additional information.

The Holiday Inn has happy hour specials and a mid-priced restaurant. More information on restaurant options will be available at Registration or visit [www.holidayinn.com/h/d/hi/1/en/hotel/BALDT/dining?start=1](http://www.holidayinn.com/h/d/hi/1/en/hotel/BALDT/dining?start=1).

The Baltimore Convention Center concessions will open at 7:30 am in the Otterbein Lobby on Tuesday, March 3 and Wednesday, March 4.

The restaurants and shops at Harbor Place are adjacent to the Baltimore Convention Center and offer a variety of cuisine choices. Visit the Harbor Place Web site at [www.harborplace.com/html/](http://www.harborplace.com/html/).

### **Weather**

Baltimore temperatures for the month of March range from a daytime high of 50°F to a nighttime low of 30°F. A coat and layered clothing are recommended. Visit [www.weather.com/weather/tenday/21201?from=36hr\\_topnav\\_undeclared](http://www.weather.com/weather/tenday/21201?from=36hr_topnav_undeclared) to view the forecast for the next 10 days.

### **Dress**

Dress throughout the convention is business casual. Business dress is suggested for both the APPL Media and Partnership Awards Ceremony and the Closing Banquet.

### **Accessibility**

If you need special assistance arising from a disability notify the Registration & Information Desk at any time during the convention. All convention events will take place at ADA compliant facilities.

## Smoking

Smoking is not permitted in the Marriott Hotel or the Baltimore Convention Center. Convention participants are asked to smoke in designated smoking areas only.

## TRADE SHOW NEWS

**Plan your Trade Show visit prior to your arrival in Baltimore to maximize your shopping time.** Start by downloading the 2009 APPL Trade Show Directory at [www.appl.org](http://www.appl.org) and reviewing all the great show specials exhibitors are offering exclusively to APPL convention participants. Then map your route and prioritize the list of exhibitors you want to visit.

**Find out all that the APPL Training Corps has to offer at their booth in the Trade Show Hall.** Need help with a nonprofit partnership topic? Bring your questions and gain expertise from members of the APPL Training Corps. Thinking about offering a training session in your region on customer service, fundraising, or improving interpretive sales? The Training Corps offers a variety of fee-based workshops to meet the needs of nonprofit organizations and their agency partners. Looking for some on-site consultation or a review of one or more aspects of your operations? APPL Training Corps members are experienced in helping their peers and providing structured and impartial assessments of nonprofit operations. Want to tune up your own organization, involve your board, and enhance communications with your agency partner? Ask the Training Corps about the APPL self-assessment tool for nonprofit public lands partners. All this and chocolate too at the booth #619!

### APPL Members

**Fluttering in just in time, Western National Parks Association is pleased to announce the unveiling of our new book *Frequently Asked Questions About Butterflies*.** The world premier of this new book, written by Rose Houk, will be at booth # 410. Stop by to preview this sure seller. Suggested retail is \$5.95.

### APPL Benefactors

**FalconGuides and its associated imprints (The Globe Pequot Press, Insiders' Guides, Waterford Press, The Lyons Press, Appalachian Mountain Club Books and Day Hikes Books) extend the following APPL special offer:** Free Shipping and 90 day terms on one order per ship to location. The order can be scheduled to ship any time before May 22, 2009. Please include the source code APPL9Q when placing the order. Stop by booths 105 & 107 to their latest titles.

**Receive a 50% discount on all orders placed at APPL with University of New Mexico Press.** UNM Press will be in Booth 417. Stop by and leaf through some of their great new titles including,

- *The Forester's Log*
- *Valles Caldera: A Geologic History*
- *The Ancient Southwest: Chaco Canyon, Bandelier, and Mesa Verde*
- *San Juan Legacy: Life in the Mining Camps*
- and dozens more!

Visit [www.unmpress.com](http://www.unmpress.com) for a complete list of all UNM Press books. For additional information, contact Christina Frain [cfrain@unm.edu](mailto:cfrain@unm.edu), 505-272-7183.

### APPL Sponsors

**Arcadia Publishing is the leading publisher of local and regional history in the United States.** The successful *Images of America* series features instantly recognizable sepia toned covers and the books celebrate the places and faces that give America its spirit and life. Local authors and vintage images present a curbside look and street level understanding of an area's bygone times.

Arcadia's mission is to make history accessible and meaningful. More than 5,000 titles have been published to date, including hundreds that celebrate and preserve the heritage of National Parks and other public land sites across America. The books are addictive. Reconnecting people with their past. Inducing memories. Sparking conversations of yesterday. Preserving history. Your history.

Arcadia Publishing will be participating in APPL's annual convention in Baltimore on March 3rd and 4th. Stop by booth #208 and register to win 10 free books and take advantage of the Show Special: FREE shipping and 50% of any order of 20 or more. Visit [www.arcadiapublishing.com](http://www.arcadiapublishing.com), e-mail [sales@arcadiapublishing.com](mailto:sales@arcadiapublishing.com) or call 888-313-2665 for more information.

**Blubandoo Cooling Headwear is thrilled to exhibit again at the upcoming APPL Show!** Stop by Booth 412 to see our newest color – Moss - offered in their best-selling Safari Hatbandoo. They think you'll agree, it's cool, really cool! Also experience their cooling Neckbandoos that have become a true money-maker for oodles of APPL locations.

Blubandoo® Cooling Headwear and Accessories contain non-toxic polymer crystals that expand to a gel when immersed in water for just five minutes. Blubandoo® quickly dry to the touch, but stay hydrated, keeping the wearer cool (due to the slow gel evaporation) for up to three days before completely drying and returning to their original shape. They are reusable again

and again, simply by re-soaking them in water for just five minutes.

They offer demonstrative point-of-purchase displays and eye-catching fun hangtags that effectively convey our Blubandoo® cooling magic. Come on by. They'll share their knowledge, show you their newest items and offer you a Free Freight Show Special to get you started. They look forward to seeing you at the show!

**In a review of *Lost in the Woods*, Detroit News columnist Betty DeRamus called the award-winning children's book "a chunk of pure magic."** Through *Lost in the Woods* best-selling children's book authors and professional wildlife photographers Carl R. Sams II and Jean Stoick hope people learn that most often fawns found alone in the woods are not lost or abandoned. Newborn fawns spend most of the first two weeks of their lives without mom because her scent will attract predators to her babe. *Lost in the Woods: The Movie*, a DVD based on the book, won the Panda Award for the best children's wildlife film world-wide. A cute, cuddly and bendable 10" plush fawn based on the character in the book and movie makes a perfect companion for children.

Sams and Stoick's new book, *A Pirate's Quest*, and new DVD movie, *The Riddle in a Bottle*, teach children how life on earth is connected by moving water. *The Riddle in a Bottle* won the award for Best Children's Film at Patagonia's Wild and Scenic Film Festival, the largest environmental film festival in the United States. *A Pirate's Quest* is illustrated by award-winning wildlife artist Heiner Hertling and includes a two page spread in the back of the book featuring over 30 species of wildlife and their habitats children can locate in the story. **Carl R. Sams II Photography, Inc.** (booth #310) is offering free shipping on all orders placed at the 2009 APPL Convention & Trade Show in Baltimore. For more information on *Lost in the Woods* and *Lost in the Woods: The Movie* visit [www.strangerinthewoods.com](http://www.strangerinthewoods.com). For more information on *A Pirate's Quest* and *The Riddle in a Bottle* visit [www.apiratesquest.com](http://www.apiratesquest.com). Phone: 800-552-1867.

**Chelsea Green Publishing invites APPL members to come by and visit them at Booth #521 in Baltimore.** While you're there, drop off a business card to be eligible to win a free Green Guide tabletop display, including 4 copies of each of the 7 titles in the series - including the newly released: *Climate Change: Simple Things You Can Do to Make a Difference*.

Their show special is a 55% non-returnable discount and is available on one 20-unit order placed at the convention, or anytime before 5/29/09. Please use Source Code "APPL" and fax to 802-295-6444.

To download their 4-page APPL catalog and order form, browse their list of available speakers, or contact your regional sales manager, visit the APPL welcome page at

[www.chelseagreen.com/company/contactus/our\\_organizations/welcome\\_appl/](http://www.chelseagreen.com/company/contactus/our_organizations/welcome_appl/).

Go green with Chelsea Green !

**Farcountry Press invites all APPL members to stop by booth #225, enjoy a chocolate mint and see the exciting new titles they have this year.** Visit with Linda and Sue about their show special, which includes free freight and extended dating. Be sure to register for their door prize and take advantage of unadvertised specials. E-mail [linda@farcountrypress.com](mailto:linda@farcountrypress.com) or call 800-821-3874 for more information.

A sampling of new releases for spring 2009:

- *Boise Impressions*
- *Born Wild in Montana*
- *Bug Feats of Montana*
- *Charles Fritz: 100 Paintings Illustrating the Journals of Lewis & Clark, The Complete Collection*
- *Memphis Impressions*
- *Montana Impressions II*
- *Moose of Yellowstone & Grand Teton*
- *New Jersey Impressions*
- *Northern Idaho Impressions*
- *Wisconsin Barns*
- *Yellowstone's Hot Legends & Cool Myths!*

**In celebration of their 45th anniversary KC Publications will be offering *The National Park Service - The Story Behind The Scenery* at the trade show for 60% off, 75% off for first time orders.** So bring the history of the National Park Service to your visitors through the eyes of three former Directors of the National Park Service. First hand accounts from Horace M. Albright, Russell E. Dickenson, and William Penn Mott Jr. Visit them in Booth # 101. Contact [tom@kcpubinc.com](mailto:tom@kcpubinc.com) for a review copy.

**Pomegranate offers hundreds of publications on national subjects such as nature, US history, and environmental education, as well as regional-specific titles which focus on individual national parks, cities, and historical landmarks.** Their exciting line-up of new titles just released in January includes:

- Sierra Club notecards, pocket journals, and boxed notecard sets
- Knowledge Cards®: *Quotes from US Presidents, What Do You Know About John F. Kennedy, The History of Seafaring Navigation Quiz Deck, Exploring the Heavens Quiz Deck*, and many more
- Books of Postcards: *African Americans in Politics*, and two titles published in collaboration with the National Audubon Society, *Songbirds* and *Exotic Birds*

- *The Art of Alaska* boxed notecard set

They are also pleased to present their 2010 calendar list featuring many new titles along with classic best sellers.

Pomegranate's range of products and subjects is so vast, they are certain to have something appropriate for every park location! Please stop by booth #316 and take advantage of the show special (a \$250 minimum order for all product categories combined, except calendars, receives full freight allowance) and see all the new items they have been busy producing this past year. Happy 2009!

**Questar will release three new programs in its bestselling *Scenic National Parks* series on Blu-ray.** *Best of the National Parks, Alaska & Hawaii*, and *Great Train Rides* will be released on May 12. Each retails for \$27.99.

The critically acclaimed *Scenic National Parks* was the first National Parks series on Blu-ray. Each program captures the unique character, magnificent landscapes, and exhilarating activities of America's "crown jewels." *Scenic National Parks* on Blu-ray brings home the sweeping beauty and extraordinary natural wonders of America's most treasured national parks that few are privileged to see! Each program features stunning high-definition cinematography that will leave outdoor and wildlife enthusiasts breathless.

Also available in the *Scenic National Parks* series are *Grand Canyon*, *Yellowstone*, and *Yosemite*, which are available separately or in a three-disc boxed set. DVD Talk.com praised *Scenic National Parks* "gets it all right...entertaining and informative, visually spectacular." Blu-ray.com said each program is "full of stunning spectacle...beautiful to look at." Home Media Magazine hailed the series as "Flawless...makes you feel like you're there."

*Best of the National Parks* - From getting married in Yosemite to rafting the jeweled waters of Grand Teton National Park, this exhilarating program features magnificent landscapes, fascinating wildlife, and unforgettable things to do in 16 of America's most popular national parks.

*Alaska & Hawaii* - Two programs on one disc vividly capture two of the most extraordinary places on Earth. Blu-ray's high definition captures like never before the spectacular natural wonders of Denali National Park and Hawai'i Volcanoes and Haleakala National Parks.

*Great Train Rides* - It's all aboard for classic rail trips through America's Western Parks, from the elegance of the American Orient Express to the restored glory of the Grand Canyon Railway. Bonus Program: Lodges and Inns visits luxurious getaways and rustic retreats, including Yellowstone's Old Faithful Inn and Yosemite's Ahwahnee.

Visit Questar at booth # 119 in Baltimore for complete details.

**The University of Illinois Press invites APPL members to visit Booth 304 during the 2009 Convention.** Be sure to take advantage of the show special: 47% discount on all orders placed during the meeting.

In addition browse new paperback books of special interest to APPL sites: *Lincoln the Lawyer*; *The Shadows Rise*; *Scenes from the High Desert*; *Southern Single Blessedness*; *The Shawnees and Their Neighbors*; *African American Foodways*. For a complete listing visit [www.press.uillinois.edu](http://www.press.uillinois.edu). To request a review copy please visit their booth or e-mail Lynda Schuh, [lschuh@uillinois.edu](mailto:lschuh@uillinois.edu).

**Visit Wilderness Press / Menasha Ridge Press at Booth #207.** Order 10+ books and earn a 48% discount + free freight. Check out the spring 2009 list, including *Top Trails Yellowstone* (2nd ed.), *Afoot & Afield Inland Empire*, *Best in Tent Camping Texas*, and much more. Visit [www.wildernesspress.com](http://www.wildernesspress.com) and [www.menasharidge.com](http://www.menasharidge.com) to learn more about their complete line of books related to the outdoors.

#### Exhibitors

**ArteHouse invites all APPL members to stop by booth #506 to view their selection of customized wood signs.** Give your customers something more than just memories to take home from their visit. They are showcasing their newest line of vintage wood signs, designed especial for the APPL. Take advantage of their show special and take 15% off all orders. For more information contact Donna Miller, 866-965-1767 x110 or [dmiller@artehouse.com](mailto:dmiller@artehouse.com).

**BarZ Adventures develops and produces location-based, rich multimedia walking and driving tour experiences for visitors to parks and public lands.** Tours are delivered through the GPS Ranger®, a rugged handheld computer device that uses GPS technology to deliver video, audio, music soundtrack, photography and animation to visitors based on their location. The system supports ADA guidelines, multiple languages, quick content updates, and location-based advertisements. Our new product, Ranger Quest™ is a multiplayer GPS scavenger hunt-like game. The custom experience allows visitors to choose-their-own-adventure as they explore your venue, finding hidden locations, answering trivia questions, solving puzzles and earning points along the way! Enhance the visitor experience with relevant, educational and engaging tour content, connect with the younger generation with modern technology, and earn additional revenue, all with the exciting GPS products by BarZ Adventures!

Stop by Booth #504 to see the GPS Ranger in person and to discuss your system requirements. Be sure to ask

about the daily APPL tradeshow special! To learn more about our products before the show, call 512-732-0135 or visit [www.gpsranger.com](http://www.gpsranger.com).

**Visit DesignMasters at Booth 406 and take 10% off all orders over \$100 on products from their general market collections: American Traditions, Civil War, Pirate and Netsuke.** They are also the premier source for all your custom needs. Browse their virtual showroom at [www.designmasters.com](http://www.designmasters.com) (800-322-7583).

**Digital Broadway Publishing LLC efficiently produces its products by encompassing many core services under one roof with in-house photography, digital scanning, videography, compositing and graphic design.** Their methodology facilitates total control over the quality of each finished piece and our efficiency allows us to produce high quality products at very low prices.

Bret Bouda is the photographer and founder of Digital Broadway Publishing LLC. He has created a unique series of photographic books featuring the profound beauty of the wide-open spaces of the West. All books are in 8x8 format with a hard cover, glossy laminated jacket and come with the best quality paper and production standards available. Customizable calendars and DVD's are available and all are uniquely suited as a fine gift.

Their signature title *Glacier Classics* is an official centennial retail product and is being sold to commemorate Glacier National Park's 100th anniversary. It is a collection of classic black and white photographs of Glacier National Park in celebration of the Park's first 100 years.

Digital Broadway Publishing LLC is introducing two new titles in this series (*Glacier Park Wide* and *The Magnificent Seven*) and these will be available in May, 2009. Exclusive information about these new book titles and a unique Glacier National Park Centennial Calendar will be available at booth #9 at the Annual Convention.

Bret Bouda, the author and publisher of the centennial product *Glacier Classics* will raffle a number of books, personally signed at the booth during the show.

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**For the first time, young children can turn the pages of an adventure book, and, just by shining a *Magic Flashlight*® have the beautiful pictures in the book talk back to them.** No computer or Internet connection required, no electric cords. It's safe and easy - so simple that even an adult can use it. A child just turns on the *Magic Flashlight*, shines it on the

pages and not only listens to the book talk, but hears the unique sounds of the environments, animals and people featured in the adventure series.

The books are pre-loaded in English, but in Spanish, French and German, but users may re-program them to speak in any language. In English, the books are all narrated by NPR's Frank Deford.

The *Magic Flashlight*'s high-tech hardware and software makes learning fun for children of all ages. The beautifully photographed and illustrated talking books instruct users in literacy, foreign languages, geography, biology, geology, zoology and ecology. The books feature exotic parts of the globe - from the tropics to the Arctic - and are as educational as they are enjoyable. With a computer and internet connection parents and teachers can choose to monitor and direct the learning process.

The patented *Magic Flashlight* technology was created by Sean Elwell, a former high school chemistry, physics and biology teacher turned multimedia artist now entrepreneur. The product line specifically draws on Sean's past experienced as a Products Developer with Scholastic, Discovery, the Smithsonian Institution, Public Television and the National Parks Service. Sean and his wife, Meredith, a graphic artist, write, illustrate and produce the multimedia adventure books together. The patented *Magic Flashlight Adventure* locations presently include: Hawaii Volcanoes National Park, Grand Canyon, the Arctic and the Caribbean.

The *Magic Flashlight* is the original product of **Eye Ear IT** of Woodbury, Connecticut. Board games as well as additional books are in the pipeline, so that the device can open up a whole new universe of exploration and learning.

The *Magic Flashlight* and the *Magic Flashlight Adventure Series* make their APPL debut in booth #522.

For additional information, please call 203-487-8949, email: [info@eyearit.com](mailto:info@eyearit.com).

**Growing numbers of consumers are finding their voices through their purchase choices.** Particularly energized when they are on vacation or otherwise distracted from their normal routines, consumers are consciously choosing gifts and souvenirs with hopes of making personal impacts on the social, environmental and economic issues that are meaningful to them.

With an eye on global warming and other environmental topics, they actively seek recycled or reusable materials, or those with minimal impact in products featuring nature, habitats and regeneration.

Awareness of economic impact brings attention to USA MADE products and products made by small independents.

Quality and design originality is increasingly becoming a focus.

Retail store buyers for parks and public lands are presented with an exciting opportunity to offer unique, quality interpretative items produced in the USA and emphasizing "green" production.

The APPL Trade Show in Baltimore will present many choices including the artist-owned company **Kolling Cards and Things Made Here** of Gully, MN. Hand-drawn, original designs by Artist Cindy Kolling are featured on USA-Made interactive products such as journals, notecards and interpretive Minnie-Mural Color Posters.

Recycled paper, minimal packaging, and low-impact production methods enhance the carefully researched Nature, History and Heritage designs. Site specific options are available. Artist Cindy Kolling will be at the APPL Trade Show at Kolling Cards and Things Made Here- booth #319 to discuss how to best showcase your place in these products.

**Tom and Nancy Condon have combined their more than 50 years of experience with outdoor education to create NaturePods™.** Diving into the world of digital interpretation in 2007, the company creates electronic guides for nature travelers. These guides are designed to be downloaded onto a personal media device, such as an iPod® or other mp3 player. In this way, a park visitor has no restrictions to access their digital interpreter – no cell phone towers or internet access is required. Just a charged up, hand-held device that more and more people are finding indispensable. Young people especially can hardly be parted with theirs.

NaturePods produces Personal Tour Guides of National Park Service areas as well as Personal Field Guides that cover natural history topics. The idea was Tom's brainchild.

Great effort is invested in trying to find the right person to author a NaturePod. Each NaturePod is content-checked by NPS interpretation staff to ensure accuracy of information as well as presentation of message. A NaturePod however, is not a management message. The beauty of a NaturePod is to share the intimate story of the park, its people past and present, and the delicious natural history secrets each resource harbors. This "inside story" compels visitors to develop a real connection to the natural community of that place.

NaturePods can be purchased on-line from [www.naturepods.com](http://www.naturepods.com) as well as in CD form from visitor centers and other retail outlets in and around national park areas. Come see them at Booth #1 at the APPL Trade Show in Baltimore in March.

**In honor of the UN designating 2009 as the International Year of Astronomy many parks are offering a multitude of night sky awareness programs and increasing their stock of Astronomy related merchandise.** Night sky photographer Wally Pacholka [America the Beautiful at Night] helps parks meet that need by photographing each parks night skies over their specific key landmarks. He is

pleased to offer one free signed original photographs of one of the following recent publications:

- LIFE Magazine's "Hidden America 2009" - 2 images. Back Cover of Arches National Park or Centerfold Spread of Hawaii's Haleakala
- IYA kickoff Magazine "Beautiful Universe2009" 7 images Front Cover of Grand Tetons or Centerfold Spread of Milky Way over Hawaii"

Visit Wally Pacholka of Night Sky Gallery at booth #323 or contact him at 562-397-0591 to learn more about America the Beautiful at Night.

## BALTIMORE LINKS

### Accommodations & Session Locations

**Baltimore Marriott Inner Harbor at Camden Yards is the Headquarters hotel for the APPL Convention.**

Baltimore Marriott Inner Harbor at Camden Yards  
110 South Eutaw Street, Baltimore, MD 21201

In-House Reservations (Monday – Friday; 9:00 am – 5:00 pm EST) 443.957.2218

Hotel Phone 410.962.0202

[www.marriott.com/hotels/travel/bwiih-baltimore-marriott-inner-harbor-at-camden-yards/](http://www.marriott.com/hotels/travel/bwiih-baltimore-marriott-inner-harbor-at-camden-yards/)

**Baltimore Holiday Inn Inner Harbor is located across the street from the Marriott Inner Harbor.**

Holiday Inn Inner Harbor

301 W. Lombard Street, Baltimore, MD 21201

Hotel Phone 410-685-3500 or Toll-Free 1-800-HOLIDAY (465-4329)

[www.holidayinn.com/h/d/hi/1/en/hotel/baldt?&cm\\_mmc=mdpr-\\_-googlemaps-\\_-hi-\\_-baldt&dp=true](http://www.holidayinn.com/h/d/hi/1/en/hotel/baldt?&cm_mmc=mdpr-_-googlemaps-_-hi-_-baldt&dp=true)

### Baltimore Convention Center

Site of the 2009 APPL Trade Show, Silent Auction and APPL Awards display and the location of all concurrent educational sessions on Tuesday, March 3 and Wednesday, March 4. The Baltimore Convention Center is conveniently located within walking distance of both the Baltimore Marriott and the Baltimore Holiday Inn.

[www.bccenter.org](http://www.bccenter.org)

### Transportation

- Baltimore/Washington International Thurgood Marshall Airport - [www.bwiairport.com](http://www.bwiairport.com)
- Ronald Reagan Washington National Airport - [www.mwaa.com/national/](http://www.mwaa.com/national/)
- Washington, DC/Dulles Airport - [www.mwaa.com/Dulles/](http://www.mwaa.com/Dulles/)
- AMTRAK - [www.amtrak.com](http://www.amtrak.com)
- YTB Travel Service - [www.ytbtravel.com/APPL](http://www.ytbtravel.com/APPL)

- MARC Train - [www.mtmaryland.com/services/marc/](http://www.mtmaryland.com/services/marc/)
- Car rental information - <http://baltimore.org/transportation/getting-around>

#### Area Public Lands

- Bureau of Land Management - [www.blm.gov/es/st/en.html](http://www.blm.gov/es/st/en.html)
- Maryland State Parks - [www.dnr.state.md.us/PUBLICLANDS/](http://www.dnr.state.md.us/PUBLICLANDS/)
- National Park Service - [www.nps.gov/state/md](http://www.nps.gov/state/md)
- U.S. Army Corps of Engineers - <http://corpslakes.usace.army.mil/visitors/states.cfm?state=MD>
- U.S. Fish & Wildlife Service - [www.fws.gov/northeast/index.cfm](http://www.fws.gov/northeast/index.cfm)
- U.S. Geological Survey - [www.usgs.gov/state/state.asp?State=MD](http://www.usgs.gov/state/state.asp?State=MD)
- USDA Forest Service - [www.fs.fed.us/r9/](http://www.fs.fed.us/r9/)

#### Attractions & Events

##### General Information

- <http://baltimore.org>
- <http://twitter.com/BaltimoreMD>
- [www.facebook.com/pages/Baltimore/7266525277](http://www.facebook.com/pages/Baltimore/7266525277)

##### Restaurants & Nightlife -

- <http://baltimore.org/dining-and-nightlife/>
- [www.zagat.com](http://www.zagat.com).

##### Cultural Attractions -

<http://baltimore.org/attractions/>

##### Parks/Recreation

- [www.baltimorecountymd.gov/Agencies/recreation/index.html](http://www.baltimorecountymd.gov/Agencies/recreation/index.html)
- Maryland Tourism Information - [www.visitmaryland.org/Pages/Welcome.aspx](http://www.visitmaryland.org/Pages/Welcome.aspx)
- Baltimore Heritage Walk - [www.heritagewalk.org](http://www.heritagewalk.org).
- Baltimore's Heritage Pass - <http://baltimore.org/heritage-pass>
- Baltimore Harbor Pass - <http://baltimore.org/harborpass>
- Sites and attractions in Washington, DC - [www.washington.org](http://www.washington.org).
- Chesapeake Bay Interpretive Buoy System - <http://www.buoybay.org/site/public/>

**Engagement – A Call to Action**  
**Association of Partners for Public Lands**  
**2010 Convention & Trade Show**  
**San Diego, California**  
**February 7-10, 2010**

Plan now to join APPL for our 2010 Annual Convention & Trade Show. Those interested in being a part of the planning and program committee should attend the 2010 Program Committee Kick Off meeting on Tuesday, March 3 from 3:30 – 4:30 pm (BCC, Room 345)



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 Public Lands  
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 Suite 303  
 Wheaton, MD 20902  
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 Fax: 301-946-9478  
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