



News wire

APPL NEWS

*Supporting Education
and*

Stewardship

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

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

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

Please join us in welcoming Joshua Tree National Park Association (JTNPA) back to APPL as a nonprofit member. JTNPA is a National Park Service partner. Learn more about them at www.joshuatree.org.

APPL's 2010 Stakeholders Meeting will be held via Webinar on March 25 at 3:00 pm (Eastern Time). The Webinar will be hosted by APPL's board of directors to update members, partners and stakeholders on the organization's accomplishments during the past year, as well as key strategies and next steps for the future of APPL. The Webinar will coincide with the distribution of APPL's annual report and audited financial statements. Details on how to participate will be forthcoming.

APPL recognized three retiring board members for their service during our February 11 board meeting in San Diego. The following board members were thanked for their leadership and efforts on behalf of our organization:

Curt Buchholtz was recognized for eight years of service that included work on APPL's finance and fundraising task forces, convention program committees, and education committee. Curt continues as a member of APPL's Training Corps, where he has worked to deliver education sessions for APPL members, partners, and affiliated organizations both within the APPL convention and externally. He remains executive director of **Rocky Mountain Nature Association**.

John Reynolds was recognized for four years of service that included chairmanship of APPL's government relations committee. John remains involved in supporting public lands, including affiliations with the **Student Conservation Association**, Friends of the John Smith Chesapeake Trail, and a new appointment as a member of the Presidio Trust board of directors.

B.J. Griffin was recognized for two years of service that included co-chairmanship of APPL's governance committee, where she contributed to the building of APPL's board through its nominating and self-assessment processes. She also served as an active member of the government relations committee. B.J. remains a public lands enthusiast, including service on the board of **Western National Parks Association**, and enjoying retirement in Montana.

APPL announces four new board members who will lend their skills and expertise to our organization over the coming years. These members include:

Lyman Hafen, Executive Director of **Zion Natural History Association (ZNHA)**. Lyman has served in this capacity since 1988, founding the Zion Canyon Field Institute in 2003 and the Zion National Park Foundation in 2007. Prior to joining ZNHA he co-founded *St. George Magazine* in 1983, and was its editor for 16 years. He has written eleven books of fiction and nonfiction, and his writing has been honored on several occasions by the Utah Arts Council. He has served on both the Utah Arts Council board of directors and on the science and education advisory board of the Southwest Science Foundation.

Edward (Eddie) Gonzalez, Masters of Nonprofit Management candidate at Regis University. Eddie most recently served as Program Director, Mentoring for Academic Success, at the Multicultural Institute in Berkeley, CA. Prior positions include Regional Development Officer with the Student Conservation Association Western Regional Office, Senior Program Director for the National Park Foundation, Program Manager for the Water Environment Federation, and Education Specialist at both the World Wildlife Fund and the American Association for the Advancement of Science. His professional affiliations include serving as a board member and executive committee member of the North American Association for Environmental Education.

R. Flip Hagood, Senior Vice President for Strategic Initiatives for the **Student Conservation Association (SCA)**. Prior to joining SCA Flip worked for the Department of Interior for 30 years, and in his last position at the National Park Service served as its Director of Training and Education. His extensive professional affiliations and service have included being a member of the governing council of the Wilderness Society, the board of directors for the Institute for Conservation Leadership, the board of the National Outdoor Leadership School (NOLS), and the board of the National Association for Interpretation. He is a Certified Career Counselor and has advanced training and education in the fields of Human Resource Development and Instructional Systems Design.

Marla O'Byrne, President and CEO, **Friends of Acadia**, where she has worked since 1997, also serving as the organization's Associate Director of Conservation, Editor, and Stewardship Director. Prior to joining Friends of Acadia, she served as Development Coordinator and Business Manager for the Maine Coast Heritage Trust. Marla is also a board member for the Acadia Partners for Science and Learning and a steering committee member of the National Park Friends Alliance. She has previously served as a board member and president of the Island Housing Trust, and as a steering committee member for MDI Tomorrow, a community forum.

APPL's board of directors will continue the association's momentum in the coming year with its current slate of officers remaining in their respective roles. The board confirmed the following slate of officers to continue through the spring of 2011:

Lisa Madsen, president
Emilyn Sheffield, vice-president
Ellis Bacon, treasurer
Sally Elliman, secretary

Joe Meade of the US Forest Service has been honored by APPL as the inaugural recipient of our Agency Partner of the Year Award. Joe was chosen by APPL's Government Relations Committee for his demonstrated exceptional achievement in cultivating an atmosphere of partnership between his agency and the nonprofit organizations with which they are affiliated.

Learn more about the award at www.appl.org/News_Events/Awards/2010%20Awards/2010%20Awards%20Bulletin.pdf.

Our 2010 Media & Partnership Award winners exemplify the best that nonprofit public lands partners are creating to enhance visitor experiences on public lands. The 2010 APPL Excellence Award went to Red Rock Canyon Interpretive Association (RRCIA) for their *Mojave Max* education program which teaches students about desert tortoises and how to protect them from environmental hazards. *Max* himself made a special guest appearance in San Diego to accept the award along with his RRCIA colleagues.

Download an electronic version of the *2010 Winners Bulletin* for a complete list of the winners and those receiving honorable mentions at www.appl.org/News_Events/Awards.htm.

Our sincerest thanks go to Cindy Donaldson for coordinating the awards program again this year and to all the organization s that entered the 2010 competition. Entry materials for the 2011 awards will be available this fall.

APPL's President and Executive Director met with Federal public lands agency leaders in Washington, DC in January to exchange perspectives and priorities for maintaining strong nonprofit partnerships. The meetings included key agency leadership and department heads from the National Park Service, Bureau of Land Management, U.S. Forest Service, and U.S. Army Corps of Engineers.

NPS Director Jon Jarvis shared his priorities for the agency in terms of workforce (including partners and volunteers), relevancy, education, and stewardship. In a productive discussion that also involved Deputy Director Dan Wenk and Assistant Associate Director Diane Chalfant, ideas were shared for removing some of the barriers that can impact nonprofit partnerships, improved consultation and assessment to strengthen nonprofit partnerships, and ways to enhance cooperating associations as a network of independent bookstores representing NPS and public lands. In a separate meeting, representatives of the NPS Washington Office interpretation, partnerships, concessions, volunteers, and cooperating associations disciplines shared their respective program priorities and discussed implications

and opportunities for working with APPL member organizations.

Having previously met with **BLM's** director, Bob Abbey in November, the January meeting provided an opportunity to meet Carl Rountree, Director of the National Landscape Conservation System (NLCS) and Community Programs and Mary Tisdale, Division Chief for Education, Interpretation and Partnerships. Discussion focused on how APPL can partner with BLM to increase awareness of NLCS lands and to grow the partnership program. There are a number of events occurring this year to highlight the 10th anniversary of the NLCS, and BLM will provide information on these events to encourage involvement of APPL member organizations and partners.

U.S. Army Corps of Engineers Chief of Natural Resources Management Mary Coulombe shared information on USACE's recreation program. Mary noted the strong support among the agency's recreation staff for their annual partnership meeting held at the APPL convention. Discussion focused on structural and authority differences between USACE and other federal public lands agencies, the volunteer nature of most friends groups and other locally based USACE partnerships, and opportunities to continue to work collaboratively.

U.S. Forest Service Director of Recreation, Heritage, and Volunteer Resources Jim Bedwell shared the agency's priorities for improving mission delivery, including healthy recreation in the outdoors, re-invigorating their volunteer program, engaging communities, and connecting people with their natural and cultural heritage. The department's deputy director, assistant director for recreation, interpretive services program manager, and national partnership and volunteer program manager joined in the conversation to discuss how APPL and its membership can work with the agency to achieve mutually beneficial goals. Use of the recent interpretive association training modules developed and piloted by APPL under agreement with the Forest Service was also discussed.

Thanks to everyone who responded to the assessment of NPS-affiliated nonprofit partners, which APPL circulated in collaboration with Clemson University and Appalachian State University. The results of the Web-based survey will be summarized at the university level, and will help APPL and NPS focus both individually and collaboratively on developing partnership training that is most applicable to your needs.

APPL has plunged into the social media pool. At this year's convention we implemented new ways to engage and connect participants through social networking sites. Help us continue this effort to stay connected by using the following tools throughout the year.

- **Facebook** - Our page allows fans to submit photos, videos and posts. Visit us at www.facebook.com/appl.fb.
- **Twitter** - Our address is <http://twitter.com/goappl> and our tag is #applsd10. By adding the tag #applsd10, updates can easily be tracked through search results. Use your existing account or set one up at www.Twitter.com.
- **LinkedIn** - Join our APPL group at www.linkedin.com/groups?gid=2474557&goback=%2Ehom&trk=NUS_JGRP-grp-nm to network with colleagues.
- **Flickr** - Visit www.flickr.com/photos/goappl/ to access our page.
- **WordPress** - Visit <http://goappl.wordpress.com> to read our blog entries.

APPL members are featured in the February 2010 issue of *Souvenirs, Gifts & Novelties* magazine in an article entitled *Nature 101: Merchandise That Covers the Park Terrain*. Read the article online at www.appl.org.

Join us in our second annual online auction, *Special Times In Special Places*. Our member organizations represent the most beautiful and unique lands, histories, and cultures across our country. With the help of our members APPL will hold our second Nationwide Online Auction of unique vacation experiences across the United States. Participating APPL member associations can receive up to 50% of the proceeds from the vacation packages they offer.

Our first online auction was a great success and raised over \$13,500. There were 28 items submitted from across the nation. From this great beginning we expect our 2010 auction to be even more successful!

Unique vacation experiences will be offered by participating members of APPL and will be available to all members of all associations within APPL and their friends. Our second auction will be held in the fall in time for holiday giving.

June 14, 2010 – submit auction package applications

August 2, 2010 – sign off on final auction package descriptions

September 13, 2010 – auction online preview

October 1, 2010 – auction bidding opens

October 24, 2010 – auction bidding closes

Auction applications will be reviewed and edited for final approval before posting to the auction Web site. We ask each association to forward the auction information to their members, friends, vendors, and like-minded organizations. APPL will be responsible for the auction Web site, maintenance of this site, and all necessary accounting.

Additional information will be available soon at www.appl.org.

Training Corps News

Learn how the APPL Training Corps can assist your organization at

www.appl.org/Training_Conventions/training_corps.htm.

At our 2010 Convention, the National Environmental Education Foundation (NEEF) and APPL kicked off their partnership with the first of a series of capacity building Webinars, *The Power of Friends: Building and Maintaining Partnerships That Work*. Hosted by Robb Hampton, director of National Public Lands Day at NEEF and Donna Asbury, executive director of APPL, the 90-minute session was available to “friends of” groups and public land managers across the nation. APPL Training Corps members Curt Buchholtz and Beth Pratt led the session, providing relevant information and resources on the benefits of partnering, including the types of services partners can provide in collaboration with public lands agencies.

Topics for future Webinars in the series include:

- *Providing Authentic Programs and Experiences through Partnerships*
- *Nonprofit Governance*
- *Fundraising and Friend Raising*

If you missed the Webinar or would like to view it again, please visit

www.publiclandsday.org/involved/friends/appl_webinar.htm. For more information on Public Lands Day, visit www.publiclandsday.org.

Beth Pratt, APPL Training Corps member and Director, Environmental Affairs, Yellowstone National Park - Xanterra Parks & Resorts has a wealth of experience and insight to share on her blog and in her articles for *The Examiner*. Visit www.bethpratt.com and www.examiner.com/x-18809-Yellowstone-EcoTravel-Examiner to check them out.

APPL Travel Program

Book your travel with us and help support the work of APPL. 60% of the travel commissions you generate will be given to APPL. Visit www.appl.org for details.

Need a spring getaway or to begin your summer vacation planning? Why not book through APPL’s travel site and add a little philanthropy to your travel plans. Help support APPL’s mission and programs by booking your travel with us at www.ytbtravel.com/appl.

NEWSBITS

The PubWest Book Design Awards were developed to recognize superior design and outstanding production quality of books. As PubWest strives to promote the importance of book design and production, they have opened their awards to publishers throughout North America.

Visit www.pubwest.org/239.html to learn more about the PubWest Book Design Awards and to download an entry form. The deadline for entries is March 12.

Winning books will be displayed at PubWest's National Publishing Conference, November 4-6, 2010, in Santa Fe, NM.

The Appalachian Trail Conservancy (ATC) is trying to bring 1 million young people into its work by 2013.

ATC was the only West Virginia nonprofit, the only trail organization, and the only national park partner of 100 groups nationwide to win a \$25,000 grant in the first round of the campaign sponsored by the JPMorgan Chase Bank Foundation. That made it eligible for a chance at a \$1 million prize this month.

Five other registered nonprofits with annual budgets of \$10 million or less will be awarded \$100,000 each.

The National Wildlife Refuge Association and the National Fish and Wildlife Foundation have selected the following standouts in the Refuge System community to receive the 2010 National Wildlife Refuge System Awards:

- Kevin Foerster has been selected to receive the Paul Kroegel Refuge Manager of the Year Award for his outstanding management of the Sacramento National Wildlife Refuge Complex in California.
- Vernon Byrd, a biologist at Alaska Maritime National Wildlife Refuge, has been selected to receive the Refuge System Employee of the Year Award for demonstrating dedication and vision protecting marine species of coastal Alaska.

- Zeeger de Wilde will receive the Volunteer of the Year Award for his unwavering support and commitment to the Chesapeake Marshlands National Wildlife Refuge Complex in Maryland and Virginia.
- The Friends of Alaska National Wildlife Refuges will receive the Friends Group of the Year Award in recognition of their dedication to protecting and raising awareness for over 75 million acres of lands in Alaska's 16 national wildlife refuges.

The awards will be presented March 9th at the 2010 NWRS Awards Reception on Capitol Hill in Washington D. C. For more information on the recipients of the 2010 NWRS Awards, please visit:

www.refugeassociation.org/new-events/NWRS2010.html.

Every two years, American Trails presents the National Trails Awards to recognize the contributions of volunteers, professionals, businesses, and other leaders who are working to create a national system of trails for all Americans. Nominations should cover accomplishments during the period of June 1, 2008 through May 31, 2010. The awards will be presented on November 16 during the Awards Banquet at the American Trails National Symposium.

The deadline for submitting nominations is June 30. For awards criteria and the nomination forms, visit the National Trails Awards Web page at www.americantrails.org/2010/awards.html.

Ten nonprofit public lands "friends of" groups have been chosen to receive \$1,000 Capacity Building Grants as part of the National Environmental Education Foundation's Public Lands Program. The grants provide funding to strengthen the organizational effectiveness of these community-based nonprofits.

Grants will assist the groups with strategic planning, branding, communications and marketing, volunteer management and improved fundraising. These projects will advance the organizations' abilities to carry out their strategic goals and make them more sustainable. This year's recipients are:

- Continental Divide Trail Alliance - Granby, CO
- Friends of the Desert Mountains - Palm Desert, CA
- Friends of Fairsted, Inc. - Brookline, MA
- Friends of Fort McHenry, Inc. - Baltimore, MD
- Louisville Olmsted Parks Conservancy - Louisville, KY
- Nevada Outdoor School - Winnemucca, NV
- San Mateo Coast Natural History Association - Half Moon Bay, CA
- Selway-Bitterroot Foundation - Kamiah, MT
- Wild South - Double Springs, AL
- Wissahickon Restoration Volunteers - Philadelphia, PA

Learn more about the NEEF Public Lands Program Capacity Building Grants at www.publiclandsday.org/grants/index.htm.

The National Park Trust (NPT) is pleased to announce that Colorado Senator Mark Udall will be the recipient of the 2010 Bruce F. Vento Public Service Award. The award will be presented at a reception in Washington, D.C. on June 17. To become a sponsor of the event please contact NPT's Development Director, Shana Newman Fajardo, at 301-279-7275 or e-mail shana@parktrust.org.

The National Association of State Park Directors has established the *America's State Parks Alliance* to mobilize and educate the public and policy makers on the positive impact state parks have on public health and local economies. Learn more about this new alliance at www.americasstateparks.com.

The Environmental Education and Training Partnership (EETAP) and the University of Wisconsin - Stevens Point are now preparing for the summer semester. Course offerings include *Fundamentals of Environmental Education* (FEE) and *Making EE Relevant for Culturally Diverse Audiences* (MEER). There are \$200 scholarships available for the FEE course and \$100 scholarships available for the MEER course. Information on course offerings and scholarships is available at www.uwsp.edu/natres/eetap/.

The National Wildlife Federation's new *Be Out There Campaign* aims to educate tens of millions of U.S. moms and dads on the importance of helping their kids have more time outdoors and providing tools to do so. View the NWF's 10 reasons a parent should care at www.nwf.org/News-and-Magazines/National-Wildlife/Outdoors/Archives/2010/Parents-10-Reasons-Kids-Need-Fresh-Air.aspx?20100205_NWM_Feb.

The Children & Nature Network has started the Natural Teachers Network (NTN), initially a Web-based place for educators to gather and share stories, lesson ideas, and experiences in connecting children with nature. The NTN will provide a home for Natural Teachers as they network with their peers and share both successes and challenges of taking students outside for natural learning. Learn more at www.childrenandnature.org/movement/naturalteachers.

According to a new study by the U.S. Bureau of Labor Statistics, volunteerism in the U.S. rose slightly last year. Access the report online at www.bls.gov/news.release/archives/volun_01262010.htm.

AGENCY NEWS

The Department of the Interior has released a report on the major conservation, energy and land management initiatives and administrative reforms achieved in 2009. The report is available online at www.doi.gov/documents/2009REPORTFINAL.pdf.

The Department of the Interior has unveiled its new Web site design. The site, www.doi.gov, emphasizes increased openness and accessibility as well as new visual and interactive dynamics. It continues to provide news and links related not only to the Secretary's office and departmental offices but also to other government Web sites including those of Interior's bureaus and offices.

Secretary of the Interior Ken Salazar has challenged the Interior bureaus to increase youth employment opportunities in 2010 by 50 percent over 2009 figures and in 2011 by 60 percent. Together, Interior and its bureaus will directly employ at least 12,000 youth in 2010 - a 50 percent increase over the 8,000 in 2009. The department also indirectly employs youth through other organizations and reaches millions of youth through education and recreation programs.

For example, Department of the Interior and bureau programs serve:

- More than 30 million youth each year in meaningful environmental education and service-learning programs in parks and refuges and thousands in historic preservation projects.
- More than 42,000 First American students, in elementary and secondary schools funded by the Bureau of Indian Education and located in 23 states across America.
- More than 6 million children through recreation programs and opportunities in parks, refuges and other public lands that take young people into the great outdoors where they can connect with nature and build relationships with their families and communities.

For more information on youth programs, please visit <http://doi.gov/whatwedo/youth/>.

A new report shows that Department of the Interior programs and activities support more than 1.4 million American jobs and more than \$370 billion in economic activity across the country. The report, *Economic Impact of the Department of the Interior's Programs and Activities*, is the first-ever analysis of the job creation and economic growth benefits related to a wide range of departmental activities, from tourism at national parks to hydroelectric projects in the West to oil and gas

development on federal lands and the outer continental shelf.

The 63-page report is available online at http://doi.gov/news/pressreleases/upload/DOI_Economic-Impacts-Report.pdf.

Bureau of Land Management

Friends of the Campbell Creek Science Center (<http://friendsofcampbellcreek.org/Home.html>) is the Bureau of Land Management's (BLM's) 2010 *Public Lands Partnership Excellence Award* winner. The biannual award recognizes an interpretive association or friends group that has a formal assistance agreement with the BLM and has demonstrated exceptional support for the BLM's interpretive, educational, and/or public outreach programs.

The award was presented in San Diego at APPL's 2010 convention.

Helen Hankins is BLM's the new Colorado state director. Hankins is currently the associate state director for the BLM in Arizona. She assumed her duties on February 1.

Registration has opened for the NLCS's Science Symposium, *A Decade of Discovery*. Visit the NLCS Science Program page at www.blm.gov/wo/st/en/prog/blm_special_areas/NLCS/nlcs_-_science_.html to learn more about the event and to register.

National Park Service

The National Park Service presented two awards at the APPL convention in San Diego. The Murfin Award and the Director's Award for Excellence in Interpretation are given every other year. The 2010 recipients are:

- Terry Maddox, **Great Smoky Mountains Association** - Murfin Award
- **Eastern National**, *Abraham Lincoln: A Living Legacy* - Director's Award for Excellence in Interpretive Media

Your voice is needed in preparing for the second century of the National Park System, and in developing the concept for a new campaign for the parks. In late-January the National Park Foundation (NPF) and the **National Parks Conservation Association** (NPCA) convened a working discussion of association leaders, friends group directors, community partners and NPS staff to discuss the legacy of the Centennial Challenge and the idea of a new campaign for the second century of our National Park System. APPL was represented in the meeting by its executive director and three of our board members whose organizations were

also involved in the Centennial Challenge. All participants and organizers agreed that this discussion was a precursor to a larger search for impactful ideas, strategies, lessons learned and resources.

NPCA and NPF are now beginning a conversation with a broader audience of past and potential partners that are passionate about ensuring the relevance of our parks. They invite partners to share their insights regarding the following questions: What lessons have been learned from the Centennial Challenge process? What does it mean to create and execute a campaign for the National Park Centennial? What elements are necessary to achieve success? Please share your perspectives via an online survey tool hosted by Zoomerang at www.zoomerang.com/Survey/?p=WEB22AA64BZE22. The survey will be open through Friday, March 19. The information gleaned from the survey will be shared with all partners and will help to initiate the design of a transparent and accountable framework for preparing the parks for their second century.

NPS has announced the following staffing changes:

- Bob Kirby has been selected as the new superintendent of Gettysburg National Military Park and Eisenhower National Historic Site. Kirby will assume his new post in March.
- Don Neubacher has been selected as the new superintendent of Yosemite National Park.
- Craig Kenkel has been selected as the superintendent of San Francisco Maritime National Historic Site. Kenkel will assume his duties in May.
- Karen Cucurullo has been selected as Deputy Superintendent for Operations at the National Mall and Memorial Parks.
- Rosanna Weltzin has been selected as Deputy Chief of Interpretation and Education at the National Mall and Memorial Parks.

Many of John Muir's writings, as well as other works in the public domain that are of high relevance to the NPS, are now online at no charge. To access these resources visit www.library.nps.gov.

The National Trails Intermountain Region (NTIR) is pleased to announce the release of a new interpretive film for the Trail of Tears National Historic Trail. Funded in part through the National Park Service 20% fee demonstration program, *Trail of Tears* is the result of a collaborative effort among the National Park Service National Trails Intermountain Region, Harpers Ferry Center, and the Cherokee Nation.

Quantities of the film are limited. To request a copy of the film, please contact lodi_administration@nps.gov.

For more information about the Trail of Tears National Historic Trail, please visit www.nps.gov/trte.

Ten million more Americans and foreign tourists visited the nation's national parks last year than in 2008, a 3.9 percent increase that marked the fifth busiest year ever for the National Park System. More than 285 million people visited national parks and other units of the National Park System during 2009, up from just under 275 million in 2008. This fell just short of the all-time visitation record of 287.2 million in 1987.

The top 10 most visited national parks were:

- Great Smoky Mountains National Park, 9,491,437 visitors
- Grand Canyon National Park, 4,348,068
- Yosemite National Park, 3,737,472
- Yellowstone National Park, 3,295,187
- Olympic National Park, 3,276,459
- Rocky Mountain National Park, 2,822,325
- Zion National Park, 2,735,402
- Cuyahoga Valley National Park, 2,589,288
- Grand Teton National Park, 2,580,081
- Acadia National Park, 2,227,698

U.S. Army Corps of Engineers

Friends of W. Kerr Scott Lake has been honored with the Corps 2010 Excellence in Interpretive Partnership Award. Learn more about the work of this exceptional partner organization at <http://friendsoflake.org/>.

A selection of papers and presentations from the 2010 USACE/APPL Partnership training held in San Diego are now available online. Visit <http://corpslakes.usace.army.mil/partners/appl-training.cfm> to view this year's materials.

USDA Forest Service

Eastern National was honored with the Forest Service's 2010 Partners in Excellence Award in San Diego last month. The award recognizes a nonprofit partner organization that has shown exceptional and continued support to the Forest Service's interpretive program and outreach efforts.

Ruth Monahan has been appointed as acting Regional Forester for the Alaska Region. Ms. Monahan currently serves as Alaska Region Director for Recreation, Lands & Minerals. Denny Bschor, who has served as Alaska Regional Forester for eight years, is retiring.

U.S. Fish and Wildlife Service

U.S. Fish and Wildlife Service Director Sam D. Hamilton died suddenly while skiing in Colorado following a Service regional leadership meeting last month. Hamilton, 54, was a career Fish and Wildlife Service employee. A memorial site has been set up on the FWS Web site with details on ways to offer your condolences to the Hamilton family, how to make a donation in his honor, and provides information on his work with the FWS. Visit www.fws.gov/offices/samhamiltonmemorial.html to view the site.

The Fish and Wildlife Service has named Meghan Conklin as Chief of Staff. Conklin brings to the position a wealth of experience gained while working in the Interior Department's Office of Congressional and Legislative Affairs and on Capitol Hill, as well as for several environmental organizations. In her new position, she will work on policy and facilitate communications among the Service, other agencies and branches of government.

U.S. Fish and Wildlife Service's National Conservation Training Center has announced the following training opportunities for the spring:

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

<http://training.fws.gov/nctcweb/catalog/coursesearch.aspx?CourseCodeGroup=DEO>.

CONVENTION NEWS

2011 APPL Partnership Convention & Trade Show, Hyatt Regency Dallas, February 21-24, Dallas, TX. Visit www.appl.org for more information.

Over 500 professionals from the public lands community came together February 7-10 in San Diego for the 2010 APPL Partnership Convention. The convention, themed *Engagement- A Call to Action*, enabled participants to explore ways to move from ideas to actions that further engage the public with our nation's parks, forests, lakes and monuments. The collective energy and expertise among speakers, participants, and vendors was truly inspiring and resulted in a successful convention. Highlights from the convention included:

- A powerful program of motivational and insightful keynote speakers paired with over 40 educational sessions offered best practices, round table discussions, and expert presentations.
- Agency forums led by national leadership representatives provided policy and program updates related to NPS, USACE, USFS, and BLM.
- A premiere trade show with 133 vendors provided a one-stop shopping opportunity for educational and theme-related merchandise, retail management products, and services focused on the public lands community. A directory of the exhibitors may be found at www.ptfassociates.com/secure/appl10/exhibitorlist_alpha.asp.

Let us know what you thought about *Engagement: A Call to Action* by completing our online convention surveys.

- **2010 APPL Convention Participant Survey** - Complete the survey by Friday, March 5 to be entered into a drawing for a FREE attendee registration for APPL's 2011 Convention February 21-24 in Dallas, Texas (must complete the survey and enter contact information to be eligible for drawing). Visit www.surveymonkey.com/s/LMJ762X today to provide your feedback.
- **2010 APPL Exhibitor Survey** - www.surveymonkey.com/s/LBTZ638 (closes March 5)

Bringing together 13 emerging public lands leaders from around the country reaps big rewards, as evidenced by the *Bridge to Tomorrow* initiative at APPL's 2010 convention. Braving the weather to travel from the far reaches of the country - from Washington, D.C. to Montana to Alaska - the participants honed their social media and technology skills, blogging and tweeting and Facebooking to those at the convention as well as

those unable to attend, while recording clips of attendees discussing public lands. Perhaps the biggest reward, however, was witnessing the energy and passion of the members as they met daily to discuss public lands issues, focusing on ways to increase opportunities for engagement in public lands, from employment to newer and more diverse audiences. The convention portion of the initiative concluded with a roundtable discussion of these issues and where the future of public lands is headed, with the intent of carrying on the conversation in the coming year, and deciding on solid action items to carry us forward. Now the real work begins.

For more information about the *Bridge to Tomorrow*, contact APPL Education Coordinator, Chuck Benjamin, at cbenjamin@appl.org.

Session handouts from San Diego are available at www.appl.org. Didn't get to attend one of the sessions you wanted to during the 2010 Convention? Many speakers have provided their session handouts and materials to us for you to download from our Web site. Feel free to share these resources with your colleagues and boards who weren't able to attend.

The APPL Board and staff thanks the program committee, on-site volunteers, presenters, contractors, and convention sponsors who shared their energy, creativity, resources, time and talents to help make the 2010 Convention & Trade Show a successful event. On behalf of all who benefited from your contributions we give our heartfelt thanks. The APPL Convention provides learning, networking, and buying opportunities that benefit the public lands community all year long. And it is only through efforts like yours that our conventions are possible.

The 2010 Education & Scholarship Fund Silent Auction was a huge success bringing in \$14,509 in winning bids – the most ever raised in APPL history by a silent auction. These funds provide valuable support to develop APPL's educational programs and enable APPL member organizations to participate fully them. Thanks to Sue Husch for coordinating the auction, to the contributors who donated items, to the volunteers who helped on-site and most importantly to all the bidding participants and winners!

The Old Town Cultural/Historical Program and the San Diego Unified School District have sent a heartfelt thank you to all of APPL's Trade Show exhibitors for donating thousands of books and other items. What a gift to students and schools that will now have new resources in their libraries and classrooms. Many schools

from diverse areas of the city were recipients. In a time where budgets are being cut and resources for our schools are limited, this was truly a gift to support learning.

Did you like the 2010 convention tote bags made from recycled banners? Then check out PriorLife, the vendor who made them, at <http://priorlife.com/>. Their Web site has more information on how you can recycle your organization's used banners and how you can obtain products made of recycled banners.

It may seem like we just wrapped up our 2010 convention in San Diego, but it is already time to begin planning for our 2011 meeting in Dallas. APPL is looking for association staff and board members as well as agency partners who would like to help us plan our next gathering where the theme will be *Broadening Our Horizons*. Those interested in serving on the Dallas Program Committee should contact Chuck Benjamin, APPL's Education Coordinator, at 301-946-9457, extension 225 or by e-mail at cbenjamin@appl.org.

FEDERAL UPDATES

President Obama has proposed a \$12.2 billion budget for the Department of the Interior in fiscal year 2011. Detailed information is in the FY2011 Interior Budget in Brief is available online at: www.doi.gov/budget and at www.doi.gov/budget/2011/11Hilites/toc.html.

The Senate has approved a jobs bill that has a tax credit that could provide \$1-billion in savings to nonprofit groups and generate 8,000 to 18,000 new nonprofit jobs. The measure would exempt private employers, including nonprofit groups, from paying their share of Social Security taxes for employees they hire through the end of 2010. The new hires must have been out of work for at least 60 days.

They would get an additional \$1,000 bonus if they keep the employee on the payroll for a full year.

The House of Representatives now will consider the Senate legislation.

The bill text can be found at <http://finance.senate.gov/sitepages/leg/LEG%202010/021010%20HIREACT%20draft.pdf>.

The Internal Revenue Service has made final its 2009 Form 990 informational tax return that charities will file this year or next. The IRS also released the 2009 Form 990-EZ used by smaller organizations. To see the revised forms and the list of changes, go to www.irs.gov/charities.

The federal Congressional Research Service has issued a report that outlines the basic questions the House and Senate should consider in reviewing the tax provisions for people who use their cars and other vehicles as part of their volunteer efforts. Under federal law, volunteers who drive their car for charitable purposes may deduct 14 cents a mile for their car costs or they can be reimbursed by a charity at that rate tax-free. That rate has remained the same since 1998. In recent years, key members of Congress have sought to increase the standard mileage rate for charitable activities.

The Internal Revenue Service continually adjusts the mileage rate for business, medical, and moving expenses to account for inflation and other costs, but it has not had the authority to change the volunteer rate without Congressional approval since 1984.

The business rate is currently 50 cents per mile; the rate for medical and moving expenses is 16.5 cents.

The Congressional Research Service report was made available by the Pennsylvania Association of Nonprofit Organizations on its Web site, which provides background and analysis of the topic at

www.pano.org/publicpolicy/publicpolicy-irs_CRR.php.

The No Child Left Inside initiative has won a major victory as President Obama's budget includes environmental literacy in the U.S. Department of Education budget. The Administration has made innovation and student achievement a major platform of the Obama Administration and as a result has included environmental literacy in a new program. The proposed budget includes a new \$1.0 billion for Effective Teaching and Learning for a Complete Education program designed to improve instruction to support college and career readiness standards, in part through the use of technology to deliver high-quality content.

It is expected that President Obama's education bill (Elementary and Secondary Education Act, formerly known as No Child Left Behind) will include language from the No Child Left Inside Act, which will help force the hand of Congress, where 87 House members and 17 Senators are already cosponsors.

Learn more about the No Child Left Inside Initiative at www.cbf.org/Page.aspx?pid=687.

Patrick Corvington has been confirmed as chief executive of the Corporation for National and Community Service. Mr. Corvington, a senior associate at the Annie E. Casey Foundation, will succeed David Eisner, who left the agency in November 2008.

MEMBER NEWS

The following APPL Members are celebrating milestone anniversaries in 2010:

Cienega Watershed Partnership	5 years
Friends of McInnis Canyons National Conservation Area	5 years
Western Maryland Interpretive Association, Inc	10 years
Dixie / Arizona Strip Interpretive Association	15 years
Redwood Park Association	25 years
Stewards of the Coast and Redwoods	25 years
Sequoia Natural History Association	40 years
Devils Tower Natural History Association	45 years
Petrified Forest Museum Association	45 years
Point Reyes National Seashore Association	45 years
Fort Laramie Historical Association	50 years
Roosevelt-Vanderbilt Historical Association	50 years
Shenandoah National Park Association	60 years
Eastern National	65 years
Mesa Verde Museum Association	80 years

Kudos also go to Zion Natural History Association for 81 years of service.

The National Park Service and the NANA Regional Corporation hosted a community opening of the Northwest Arctic Heritage Center in Kotzebue, Alaska on Saturday, December 19. The opening included songs, Eskimo dances, and the opportunity for people of the region to tour the facility. Community members were excited to view the exhibit highlighting the Inupiaq culture, and they enjoyed watching a film made in the local village of Noorvik. Many of the 203 visitors also took time during the event to peruse the new bookstore and purchase many of the items supplied by **Alaska Geographic**.

The NPS and NANA are currently planning a larger "grand opening" for June 2010.

Arizona Strip Interpretive Association is now the Dixie / Arizona Strip Interpretive Association. Learn more about this NPS, BLM and Forest Service partner at www.azstrip.org.

The Eastern Sierra Interpretive Association (ESIA), in partnership with the Inyo National Forest and the Bishop Field Office of the Bureau of Land Management, has announced the creation of a new public lands partnership coordination program along with a new Partnership Coordinator to lead the program. This innovative new partnership program will be directed by ESIA as part of its mission to assist the

agencies in educational, historical, scientific and interpretive activities undertaken on public lands throughout the Eastern Sierra region.

ESIA hopes that this new partnership program can facilitate cooperation and collaboration between the many groups and between individuals and those groups.

For more information, contact Lisa Isaacs, Partnership Coordinator, at 760-873-2415, or e-mail partnership.esia@gmail.com.

The Twin Creeks Science and Education Center at Great Smoky Mountains National Park has received certification at the gold level under the US Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system. The \$4.5 million, 15,000 square-foot building houses the park's air quality, vegetation management, and inventorying and monitoring staffs, and also provides climate-controlled storage space for the tens of thousands of plant and animal specimens in the park's natural resource collection. Space is available for visiting researchers who come to the park temporarily and add to the understanding of the park's natural resources. The lab also has a classroom/meeting room that can be used by school groups, including students in the "Parks-As-Classrooms," to watch and interact with researchers.

The park's partners, the **Friends of the Smokies**, the **Great Smoky Mountains Association**, and the City of Gatlinburg stepped up generously when it became apparent that the federal funds available would fall short of that needed to make the lab a state of the art facility.

More information on the Twin Creeks Science and Education Center's LEED certification can be found at www.nps.gov/grsm/parknews/twin-creeks-leed-award.htm.

Jefferson National Parks Association (JNPA) has moved into new office space. JNPA's new address is:

Jefferson National Parks Association
One Memorial Drive
Suite 1900
St. Louis, Missouri 63102-2443

Their main office telephone remains unchanged and is 314-678-1500.

The Mount Rushmore History Association's (MRHA) publication, *Carved High*, has won a Silver ADDY Award for Book Design from the American Advertising Federation (AAF) of the Black Hills. The ADDYs recognizes creative excellence in the art of advertising. Conducted annually by the AAF, the AAF-Black Hills ADDY Awards is the first of a three-tier, national competition. Visit

www.mtrushmorebookstore.com or call 605-574-3142 to learn more or to obtain your copy.

National Association for Interpretation's (NAI) awards programs are now accepting nominations for their 2010 honors. Learn how to submit a project to the NAI Interpretive Media Awards Competition or nominate a peer for an NAI Professional Award at www.interpnet.com/about_nai/awards.shtml.

Tom Kiernan, president of the National Parks Conservation Association (NPCA) for the last 12 years, will leave the organization in June. During his tenure the organization's budget almost doubled, jumping from \$17 million to \$33 million. NPCA also increased staff from 65 to 165 people. Kiernan will take a position as head of the New Hampshire Charitable Foundation. The foundation provides \$34 million per year in grants for a civic agenda in the state.

Rocky Mountain Nature Association (RMNA) is using social networking tools to promote its *Million Mile Challenge* campaign for their Next Generation Fund. Check out their YouTube videos at www.youtube.com/watch?v=q7hZ_VTJtQ4.

Yellowstone Association (YA) will open their new field campus, the Yellowstone Overlook, on May 1, providing a new facility ideally suited to small groups that would like an educational experience in Yellowstone. The Overlook is perfect for student and alumni groups, family gatherings, birding clubs, and other small groups ranging from 5 to 29 people. With its comfortable cabins and close proximity to the park and the gateway community of Gardiner, the Yellowstone Overlook Field Campus offers guests a private Yellowstone sanctuary and educational experience near modern conveniences.

The Overlook is available year-round but is only available to people attending YA's educational programs. Groups can choose from daily Private Tours led by Institute naturalist guides and are welcome to stay at the campus the nights before and after their tours.

VENDOR SUPPORT NEWS

Please join us in welcoming our newest Vendor Support Program donors at the Contributor level.

- Renee's Garden Seeds offers seeds to nurture nature's pollinators as well as butterfly garden and hummingbird garden seeds. Learn more about them at www.reneesgarden.com.

- Liberty Graphics provides high quality, museum-detail nature graphics silkscreened with water based inks on t-shirts, sweatshirts, and other apparel items. View their full line at www.lgtees.com.

Mark Finley of Finley-Holiday Films Corporation (APPL benefactor) had the opportunity to interview Shelton Johnson at the APPL Convention in San Diego. View the interview on YouTube at www.youtube.com/view_play_list?p=C7967D8284A1C2FA.

FUNDING OPPORTUNITIES

Through the Keystone Initiatives Grants Program, the National Fish and Wildlife Foundation awards matching grants in the categories of bird conservation, fish conservation, marine and coastal conservation, and wildlife and habitat conservation. Prospective applicants should contact the targeted category's Keystone Director to discuss project ideas prior to submitting proposals in order to help ensure the relevance of funding requests. The upcoming preproposal deadline is April 1. Detailed information about the Keystone Initiative objectives is available online at www.nfwf.org/Content/NavigationMenu/GrantPrograms/ProgramsOverview/Keystones/default.htm.

EVENTS AND OPPORTUNITIES

April 2010

Children & Nature Awareness Month. Visit www.childrenandnature.org for more information and a calendar of events.

National Environmental Education Week, April 11-17. Visit www.eeweek.org for more information.

Dynamic Partnerships for America's Greatest Treasures, April 13-15, Hyatt Regency Tamaya Resort, Santa Ana Pueblo, NM. Log onto <http://doilearn.doi.gov/training/classscheduler/index.cfm?Fuseaction=Home.CourseDetails&intCSCourseID=4158&AddPopularity=1> for complete details.

NAI International Conference, April 13-17, Townsville, Australia. Log on to www.interpnet.com/ic/ for program and registration information.

Moving Forward – Museum Store Association Retail Conference & Expo, April 17 – 19, Austin, TX. Visit

www.museumstoreassociation.org/ConfExpo/expo.cfm for more information and to register.

Earth Day, April 22. Visit www.earthday.net for details.

National Park Friends Alliance meeting, Washington, DC April 22-23. Contact Curt Buchholtz, Rocky Mountain Nature Association, at 970.586.0108 or curt.buchholtz@rmna.org for additional information.

National Park Week, April 22-25. Learn how you can support the parks by visiting www.natioanlparks.org/parkweek.

Global Youth Service Day, April 23-25. Log onto www.gysd.org for details.

National Association of Environmental Professionals Conference, April 27-30, Atlanta, GA. Visit www.naep.org for additional information.

National Arbor Day, April 30. More information is available at www.arborday.org.

May 2010

NPS Northeast Region National Heritage Areas Training, May 3-5, Baltimore, MD. Contact Chuck Benjamin, Education Coordinator, APPL at cbenjamin@appl.org for more information.

Bike to Work Week, May 17-21.

Bike to Work Day, May 21.

National Landscape Conservation System Science Symposium, May 24-28, Albuquerque, NM. Contact Lauren Pidot, Bureau of Land Management, 202-912-7096 for more information.

June 2010

National Trails Day, June 5. Learn more at www.americanhiking.org.

Outdoor Writers Association of America Conference, June 10-13, Rochester, MN. Details are available at www.owaa.org.

Special Times In Special Places: APPL Online Auction June 14 – Auction package applications due.

2010 Bruce F. Vento Public Service Award, June 17 Washington, D.C. More information is available at www.parktrust.org.

July 2010

10th Anniversary of the National Landscape Conservation System, July 12. Visit www.blm.gov/wo/st/en/prog/blm_special_areas/NLCS.html for information on events related to the anniversary.

August 2010

Special Times In Special Places: APPL Online Auction
August 2– Auction package descriptions finalized.

September 2010

Special Times In Special Places: APPL Online Auction
September 13– Online preview.

National Preservation Conference, Septembers 27-30
Austin, TX. Additional information is available at www.preservationnation.org.

October 2010

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

Special Times In Special Places: APPL Online Auction
October 24– Bidding closes

Ranger Rendezvous XXXIII, October 31-November 4,
Bend, OR. Learn more at www.anpr.org.

November 2010

PubWest 2010, November 4-6, La Fonda in Santa Fe,
NM. Visit 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. Deadline for submitting a session proposal is April 9. For additional information about the program, please contact the Program Committee Chair: Jeff Hunter, Southern Appalachian Forest Coalition, PO Box 2142, Chattanooga, TN 37409, jeff@safc.org, 423-322-7866.

An Interpretation Oasis - 2010 NAI National Workshop, November 16-20, Las Vegas, NV. Respond to NAI's Call for Presentations by March 31 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.

POSITIONS AVAILABLE

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

Alaska Geographic seeks an experienced development professional to launch individual and corporate donor and grant programs while maintaining and building upon an active membership program. A complete job description and application information can be found at <http://alaskageographic.org/static/1127/development-director>.

The Florida National Parks & Monuments Association (also known as the Everglades Association) is seeking an Executive Director. Reporting to the Board of Directors, the Executive Director is responsible for leading the organization's activities in promoting and supporting the educational and interpretive activities, including preservation, research, and historical work of the four South Florida units of the National Park System; Big Cypress National Preserve, Biscayne National Park, Dry Tortugas National Park, and Everglades National Park. In this capacity, the Executive Director is responsible for all operational areas of the Association including, but not limited to personnel, financial, and legal affairs. The work location is at the Florida City entrance of Everglades National Park

Bachelor's degree in Finance, Accounting, or Business Administration, or closely related field; supplemented by previous experience and/or training that includes progressively responsible managerial experience in the non-profit sector, particularly related to conservation, education, retail sales, and/or educational sales product development; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Must possess and maintain a valid Florida driver's license. Visit the Association on the Web at: www.evergladesassociation.org.

Please forward resume in Word format, along with a cover letter to include salary requirements and three references to miami-employment@hotmail.com. Please do not call the Association.

Port Chicago Naval Magazine National Memorial has two positions open for Interpretive Park Rangers. View the announcement at <http://usajobs.gov/>.

The Intermountain Region of the USDA Forest Service is seeking to fill two Capital City Coordinator positions - one position is located in Salt Lake City, UT, the other is located in Carson City, NV. Visit <http://usajobs.gov/> for complete details on how to apply.

RESOURCES

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

The Non-Profit Purchasing Group (NPPG) provides a one-stop discounted shopping experience for nonprofits across the nation. NPPG members receive easy and discounted access to supplies and services from all types of business vendors. Visit www.nonprofitpurchasinggroup.org to review NPPG's vendor commitments and to learn more about NPPG membership benefits.

In the wake of the huge number of donations given to Haiti earthquake relief via text message, MobileActive has published *Texting for Charitable Dollars: The Definitive Guide*. The guide is available for free at <http://mobileactive.org/mobile-fundraising>.

The Alliance for Justice offers the following suggestions for charities that want to advocate for their cause with lawmakers:

- Choose how the Internal Revenue Service will regulate the organization's lobbying. Nonprofit groups have two choices in how they can be regulated. A 501(h) election allows organizations to spend up to \$1-million a year on advocacy, depending on the group's size. This one-time filing with the IRS can provide an organization with clear guidance about lobbying and how much it can spend on such activities. An alternative approach allows lobbying as long as it does not become what the IRS considers a substantial part of the group's work.
- Understand that all lobbying is advocacy, but not all advocacy is lobbying. While lobbying is permitted within certain limits, other forms of advocacy (lawsuits, education, research, and analysis, for example) can be conducted without any limits.
- Keep good records about lobbying-related expenses. This will enable an organization to report them accurately on its Form 990.
- Seek resources. Check out the charity's state nonprofit association or national organizations, like the Alliance for Justice or the Center for Lobbying in the Public Interest. They will offer advice and training on the legal limits that guide charity lobbying.

- Never support or oppose political candidates. Charities are prohibited by law from expressing support for or opposition to any candidate for office at any level of government.
- Do not ask private foundations to earmark grants for lobbying purposes. Both private and community foundations can provide general-support grants to groups that lobby and finance projects that include lobbying, but only community foundations, in limited circumstances, can specifically support a lobbying activity.

Need additional information or assistance on this issue? Visit www.afj.org/for-nonprofits-foundations/about-advocacy/lobbying.html for additional resources and information.

Idealware has released a new report: *Using Social Media to Meet Nonprofit Goals: The Results of a Survey*. They surveyed 459 nonprofit staff members who were already using social media at their organizations to ask them what tools they were using and how effectively they thought those tools were meeting particular goals. Specifically, they asked about seven tools or types of tools: Facebook, MySpace, LinkedIn, Twitter, video-sharing sites, photo-sharing sites and blogs. View the results online at www.idealware.org/sm_survey/.



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