



**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.

To subscribe to *News wire*, please send an e-mail with your complete contact information to 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

APPL NEWS

APPL is pleased to offer a new assessment and consultation grant opportunity to our member organizations. This pilot project will assist at least two member organizations this year in addressing management, operational and partnership challenges. It is intended for organizations in need of site-based peer review, training or consultation services, but lacking adequate funding to pay the full cost of obtaining external assistance.

To be considered for this grant opportunity, APPL member organizations must download and complete the application posted on APPL's Web site and apply by October 15 for assistance that will be undertaken and completed by June 30. The program includes the conduct of an organizational self-assessment, followed by on-site peer review, consultation, or training to address identified needs. APPL will provide selected grant recipients with a consultation team comprised of Training Corps members, staff, or other appropriate field experts matched to your organization's needs. Applications will be reviewed and recipients selected by the APPL Education Committee and all awards for assistance will be approved by APPL's Executive Committee of the board. All applying organizations will be notified by November 1.

For more information about the grant opportunity, please contact APPL Executive Director Donna Asbury at dasbury@appl.org or Education Coordinator Chuck Benjamin at cbenjamin@appl.org or visit the APPL Web site at www.appl.org.

Please help us announce the Special Times in Special Places online auction to your members, staff, volunteers, and partners. Over 25 exciting vacation and gift packages will be up for bid from October 1-23 and you can start previewing items officially on September 15th (<http://appl.cmarket.com>). APPL will be emailing members and vendors marketing information about the auction later this month that can be used to help spread the news about APPL's exciting online auction. We're asking that you:

- Include articles in your upcoming communications with members, staff, board, volunteers and partners,
- Post information about the online auction to your website(s) and social networks (organizations that have donated items can draw attention to the special features of their packages), and
- Forward weekly marketing emails from APPL to your network channels and even with your family and friends.

The more potential bidders we reach the greater chance we have at not only marketing public land experiences to a greater audience mix but also reaching our goal of raising \$20,000! Funds raised help APPL to provide enhanced communications, quality educational programs, scholarship opportunities, and to support representation of member interests with agencies and other key constituencies. **If you haven't donated to the online auction yet and would like to please contact Jess Walter at jesicawalter816@gmail.com no later than September 10th with details about your experience or gift basket donation.**

APPL's Board of Directors will hold their fall meeting in Arlington, Virginia, October 1-2. The meeting will include time with invited national agency partnership leads to discuss partnership areas of collaboration across agency and departmental boundaries; ways to build upon national level initiatives such as America's Great Outdoors, youth engagement, and outreach to diverse and underserved constituencies; and opportunities to collaborate in building nonprofit capacity. Additional business agenda items will include review and approval of the FY 2011 budget, APPL's 2011 partnership convention program, and 2012-2013 convention locations. APPL members having information they would like the board to discuss or that should be shared with the board should contact APPL president Lisa Madsen at lmadsen@plia.org or executive director Donna Asbury at dasbury@appl.org.

Membership renewal notices will be mailed next month for fiscal year 2011. The renewal packet will reflect the newly adjusted dues levels described in the notice sent out earlier this summer. As you begin to make your organization's financial decisions for the coming year, please make sure that you include your APPL dues in your budgeting process.

Renewal notices will be mailed to all APPL members the first week of October and renewals are due by January 2, 2011.

APPL and the Public Lands Interpretive Association (PLIA) will be exhibiting together at the National Association of State Park Directors (NASPD) annual conference in Santa Fe, NM September 7-10th. This year's NASPD conference is expecting over 180 registrants, including 43 state park directors, along with representatives from federal land management and recreation agencies. The conference theme is *Sustainability in State Parks: From Ancient Roots to Future Springs*, which will emphasize "green parks" – maximizing energy and resource conservation in all aspects of park management. If you're attending make sure to visit us at booth #25. To view a schedule of live web casts from the conference visit www.naspdnm2010.org/webcast.html.

The August/September 2010 issue of *Souvenirs, Gifts, and Novelties Magazine* features a story highlighting APPL members titled *Why Plush and Toys are Critical Categories for Park Retailers*. We've posted a PDF of the article on our website, www.appl.org.

Training News

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

APPL Training Corps members conducted two trainings in August, with stops at the Zion Natural History Association (strategic plan consultation by APPL Training Corps member Brad Wallis) and the Carlsbad Caverns Guadalupe Mountains Association (peer review conducted by APPL Training Corps member Laurel Rematore). By the feedback we've received thus far from the members, both sessions were quite successful and the respective members have already begun to implement strategies suggested by the trainers. Said Zion Executive Director Lyman Hafen, in a follow-up e-mail to Brad Wallis: "thank you again for the truly excellent job you did of guiding us through this process ... it exceeded my expectations and I feel very fortunate and grateful that you were willing and available to come help us." CCGMA Executive Director T.K. Kajiki expressed a similar sentiment about his training: "On a scale of 1 to 10, 10 being the best, I would report the peer review I had as 11 or more. Laurel was very easy to talk to and very knowledgeable. We have adopted some of her recommendations already ..." Thank you to Brad and Laurel for their expertise, professionalism, and stellar representation of the APPL Training Corps in these ventures. For more information about trainings, self-assessments, peer reviews, or other available APPL educational services for your organization, contact APPL Education Coordinator Chuck Benjamin at cbenjamin@appl.org.

APPL is currently working in close collaboration with the National Park Service's Northeast Region on a National Heritage Area workshop, to be held October 12 at the Hawthorne Hotel in historic Salem, Massachusetts. NPS and NHA directors and administrators from around the country will convene to focus on issues of importance to the NHAs. Building on a similar workshop from May of this year, this workshop will focus on positioning National Heritage Areas to obtain and present data of relevancy to supporters and funders, illustrating how their organizations have successfully implemented projects based upon authorizing legislation, management plan objectives, and changing times. Additionally, APPL has begun laying the groundwork for future NE Region NHA workshops and strategic planning assistance. For more information about the NHA initiatives, contact APPL Education Coordinator Chuck Benjamin at cbenjamin@appl.org.

NEWSBITS

Are you celebrating National Public Lands Day (NPLD) on September 25? NPLD is the nation's largest hands-on volunteer effort to improve and enhance our public lands. In 2009, 150,000 volunteers built trails and bridges, removed trash and invasive plants, planted trees and restored our water resources. Register your site to participate or learn more about opportunities for volunteering at a registered site at www.publiclandsday.org.

The American Society of Association Executives circulated a sign-on letter in August calling for Congress to repeal new Form 1099 reporting requirements in the health care reform bill that would prove burdensome for associations and other small businesses. APPL executive director Donna Asbury added her signature to the letter to help repeal this massive paperwork burden.

Enacted as part of the landmark Patient Protection and Affordable Care Act passed by Congress in March, the Form 1099 requirements force all businesses and tax-exempt organizations to issue a Form 1099 to vendors from whom they buy goods totaling \$600 or more annually. The change, scheduled to take effect in 2012, could result in associations having to issue hundreds or even thousands of forms each year, track cumulative payments to vendors, and obtain tax identification information from each vendor. The National Taxpayer Advocate has estimated that 40 million businesses, charities and associations would be impacted by this new requirement. ASAE is working with several Congressional offices to repeal the 1099 reporting requirements.

The Corporation for National and Community Service has released *Volunteering in America 2010*. The Corporation surveyed 60,000 households across America about their volunteer efforts. Findings show that 63.4 million Americans volunteered to help their communities in 2009 or 26.8% of respondents compared to 26.4% in 2008. The volunteers contributed 8.1 billion hours of service, which has an estimated dollar value of nearly \$169 billion. Utah ranked as the state with the highest volunteer rate, at 44%. For additional information visit the Volunteering in America Web site at www.volunteeringinamerica.gov.

The National Park Foundation's newest resource, *Parks for Play: 35 National Park Adventures for Kids of All Ages* is now available. Download your free copy at

www.nationalparks.org/files/explore/national-park-week-kids.pdf.

***The National Parks: America's Best Idea* has received the 2010 Emmy Award for Outstanding Nonfiction Series.** Congratulations to Ken Burns, Dayton Duncan and their entire team on receiving this honor. Learn more about the series at www.pbs.org/nationalparks.

AGENCY NEWS

National Park Service

Julia Washburn – former park ranger, National Park Foundation senior vice president, park advocate, and entrepreneur – has been selected to as the new Associate Director for Interpretation and Education. Washburn will assume her Washington, D.C.-based position in September. She will manage the Volunteers-In-Parks program, Harpers Ferry Center for Media Services (publications, exhibits, audio-visual production, and historic furnishings), and NPS relationships with cooperating associations, non-profit organizations that support educational, scientific, historical, and interpretive activities. She will also manage all areas of interpretation and education, which across the country swore in almost 600,000 Junior Rangers and conducted more than 57,000 curriculum-based education programs in 2009.

Clifford “Cliff” Spencer has been named the new superintendent of Mesa Verde National Park. Spencer will assume his new responsibilities on Sept. 26. He succeeds William Nelligan, who served in an interim capacity after the retirement of Superintendent Larry Wiese. Nelligan will return to his full-time, permanent position as deputy superintendent at Mesa Verde.

Spencer is currently the superintendent of Petrified Forest National Park in Arizona.

Martha J. Lee has been tapped to serve as deputy regional director for public use management. Lee is currently general superintendent for Port Chicago Naval Magazine National Memorial, Rosie the Riveter/World War II Home Front National Historical Park, John Muir National Historic Site and Eugene O'Neill National Historic Site. Lee will assume her duties in the Pacific West Regional Office on September 20th.

Jill A. Hawk has been selected as the superintendent of Morristown National Historical Park, effective upon the retirement of Randy Turner, the current superintendent, on January 3rd. Hawk is currently chief ranger for the Northeast Region.

Kym Hall has been selected to serve as the acting superintendent of Glen Canyon National Recreation Area and Rainbow Bridge National Monument. She began her assignment in Page on August 23rd and will be in place until a permanent superintendent is selected. She replaces Stan Austin, who transferred this week to the superintendent's position at Cuyahoga Valley National Park in Ohio.

On August 11, 16 national parks – for a total of 36 nationwide – launched *Let's Move Outside Junior Ranger programs.* Participants will not only have fun and get exercise but also receive an extra reward for working up a sweat. So far this summer, thousands of kids have earned the title while discovering that exercise doesn't equal drudgery.

Young people who complete a physical activity in pursuit of their Junior Ranger badge receive a sticker that designates them as a *Let's Move Outside Junior Ranger.* The activities range from adventures like snorkeling or kayaking at Assateague National Seashore and hiking and camping at Colorado National Monument to swimming at Boston Harbor Islands National Recreation Area and canoeing in a 26-foot Norse canoe at Voyageurs National Park.

By summer's end, 50 national parks will offer *Let's Move Outside Junior Ranger.* Before heading out, visit www.letsmove.gov/letsmoveoutside.php for more information about activities and participating parks. This website hub will link families to the great outdoors and give tips and ideas on how to best plan and enjoy an active visit.

USDA Forest Service

Heidi McAllister has joined the staff of the Forest Service as the new Assistant Director for Conservation Education. Heidi has a strong background in conservation education and in natural resources. She has a Master's Degree in Environmental Management from Yale and a Bachelor's Degree in Environmental Education and Outdoor Leadership. She has a long history in conservation education through her work overseas with the Peace Corps and is a recipient of the 2006 Renewable Natural Resources' Foundations Sustained Achievement Award. The award recognizes Heidi's contribution during 25 years to supporting the teaching of environmental conservation and sustainable management of natural resources.

Heidi will be working on furthering the USDA Forest Service contributions to conservation education and to connecting children to nature and public lands.

U.S. Fish and Wildlife Service

A kick-off event for the celebration of the 50th anniversary of the Arctic National Wildlife Refuge that featured an hour-long documentary film, a traveling photo exhibit, and other events both in Alaska and across the country was held on August 14. To celebrate the 50th anniversary U.S. Fish and Wildlife Service is working with partners to increase understanding and appreciation of the Arctic Refuge and the importance of national wildlife refuges everywhere. Visit <http://arctic.fws.gov/50th.htm> to learn more about the Refuge's 50th anniversary.

CONVENTION NEWS

Broadening Our Horizons - 2011 APPL Partnership Convention & Trade Show, February 21-24.

Hyatt Regency Dallas, 300 Reunion Boulevard, Dallas, TX, 75207, 1-888-421-1442, Online Group Code: G-APPL, www.dallasregency.hyatt.com.

Room rate: \$149/night + applicable taxes. APPL has negotiated complimentary internet in guest rooms at the Hyatt (\$9.95/day savings). Visit www.appl.org for more information.

Two of the keynote speakers for the 2011 APPL Partnership Convention and Trade Show, *Broadening Our Horizons*, have been confirmed.

- **Dr. Carolyn Finney** (Engagement theme), distinguished professor from the University of California, Berkeley, author, and environment/public lands advocate, will contribute to conversations about how people from diverse backgrounds work together to manage human/environment relationships.
- **Dr. Milton Chen** (Technology theme), Executive director emeritus of The George Lucas Educational Foundation (GLEF), trustee and chair of the education committee of the Golden Gate National Parks Conservancy, and an appointee to the NPS Advisory Council, will address the importance of connecting youth with their environment and their history through public lands and the role of technology in helping them do so.

In addition, the Program Committee has split into subcommittees, working hard to build an enriching and educational program for the convention, focusing on these tracks:

- Inclusion/Outreach
- Leadership for the Future
- Membership and Fundraising
- Partnerships

• Sales and Service.

For more information about convention programming, please contact APPL Education Coordinator Chuck Benjamin at cbenjamin@appl.org.

Save money on your flight to Dallas by looking for airfare specials now. You can book your February 2011 travel on most airlines now and many are offering great rates. Dallas is served by two airports; Dallas/Ft. Worth International (DFW) and Dallas Love Field (DAL) that combined provide more than 1,900 flights daily.

The Dallas -Love Field (DAL) airport is eight miles from the Hyatt Regency Dallas and Dallas/Fort Worth (DFW) airport is twenty-two miles from the Hyatt Regency. The Dallas Area Rapid Transit (DART) offers public transportation between DAL and Union Station, which connects to the Hyatt Regency via an underground pedestrian tunnel. Shuttle services are available at both airports as well. Don't delay, book your airfare today using APPL's travel website at www.ytbtravel.com/appl (APPL receives 60% of commissions generated through this website).

Another great Dallas attraction – Public ArtWalk Dallas! is a free, self-guided art walk promoting a healthy lifestyle through increased awareness and appreciation of public art in downtown Dallas. The ArtWalk is a 3.3 mile route highlighting thirty pieces of art and architecture in the Arts District and downtown Dallas. To download your ArtWalk Dallas map and learn more about the program visit www.publicartwalkdallas.org/en/index.shtml.

September's fascinating fact about Dallas - The Dallas Arts District is the largest urban arts district in the United States. It is a unique 68-acre, 19-block neighborhood, which is home to top museums, performance halls and award-winning architectural designs, arts and culture. The most recent project in the Arts District is the construction of THE PARK, a deck plaza covering Woodall Rodgers Freeway that will join the Arts District with the Uptown area of Dallas. Designed by the Office of James Burnett, the 5.2 acre, \$80 million deck park will provide a vital pedestrian and bicycle connection between the neighborhoods, enhanced by a children's playground, a dog park, a restaurant, and a performance pavilion. THE PARK is expected to be completed in 2012. You can learn more about THE PARK and even view a live webcam of the deck construction at www.theparkdallas.org. For more information on planning a visit to the Dallas Arts District visit www.thedallasartsdistrict.org.

The Meadows Foundation has awarded a \$73,000 grant to help supporters of the Dallas's park system leverage more private financial help. The grant will enable the Dallas Parks Foundation to hire its first full-time fund-raiser. That person's job will be to seek further grants, donations and other private sources of revenue, so the city playgrounds, parks and trails can hold their own as public financing for them dwindles.

The fundraiser's job will be the first full-time position at the Dallas Parks Foundation which is currently run entirely by volunteers.

The Dallas Parks Foundation plans to fill the new fund raising position early this fall. Learn more about the Foundation at www.dallasparksfoundation.org, Information on the Meadows Foundation is available at <http://mfi.org/>.

Online trade show registration opens this month. Organizations that contribute to APPL's Vendor Support Program (VSP) or are APPL members are eligible for early trade show registration, booth discounts, recognition and other special offers. Online trade show registration will open September 20th for VSP Benefactors and Members, followed by VSP Contributor registration starting October 4th, and general registration opening October 18th. VSP donations must be made prior to or at the same time as your trade show registration in order to qualify for discounts and early registration. If your organization has not yet donated, you may do so online when registering for the APPL Trade Show.

APPL is pleased to announce that we have increased our trade show hours (14 hours over two days) without raising our prices!

Trade Show Registration	VSP Benefactor or APPL Member	VSP Contributor	General
Registration Opens	9/20/10	10/4/10	10/18/10
Premium (regular)	\$875	\$985	\$1075
Premium (with 8' side rails)	\$885	\$995	\$1085
Standard	\$700	\$810	\$900
Discount	\$600	\$710	\$800
Additional Exhibitor	\$175 (full show) / \$100 (one-day)		

Trade Show Registration includes:

- Choice of premium, standard or discounted exhibit packages include a 10' by 10' space divided by pipe and drape, 6' skirted table, booth identification sign, wastebasket and one chair per registrant
- Up to two Exhibitor Registrations
- Link from the APPL Web site to your company's Web site
- Listing of your company, show specials and activities on APPL's Web site and in convention materials
- Convention Attendee and Trade Show Exhibitor Lists (VSP donors receive APPL Membership List electronically in December)
- Opportunity to submit article (200 words or less) to APPL's February newsletter
- Opportunity to award and announce door prizes at booth
- Exhibitor Meeting
- Buyer/Vendor Forum to network and talk with buyers
- Use of APPL Exhibitor logo for your Web site, materials and promotional items
- Special Pre-Show Webinar on January 26, 2011 to learn more about the buyers and decision makers from the public lands

FEDERAL UPDATES

The IRS will provide a reprieve for nonprofit organizations that missed a May 17 deadline to file an annual return with the government or lose their tax-exempt status. The IRS new filing deadline for the nonprofits is October 15. The 2006 Pension Protection Act included a provision requiring all non-profits, except churches and church-related groups, to file an annual return with the IRS. Previously, nonprofits with annual revenue of less than \$25,000 were excluded from the requirement. The nonprofits database is available on the IRS' website, www.irs.gov.

On June 1, the Red Flags Rule, established by the Federal Trade Commission (FTC), went into effect. This law, developed in accordance with the Fair and Accurate Credit Transactions Act of 2003, requires businesses and privately-run groups, including nonprofit organizations, to design an Identity Theft Prevention Program. The purpose of enacting this rule is to decrease the occurrence of identity theft by encouraging employers and employees to be attentive to "red flags" within their workplace that may indicate identity theft. The Red Flags Rule arose out of concern over increasing rates of identity theft and prior, inadequate government regulations. It is hoped that the new rule will "close the loop on identity theft by making it harder for criminals to use stolen

identities" as stated in an article by Grant Thornton Advisory Services.

Whether an organization or business needs to adhere to the Red Flags Rule is determined by the activities the group conducts and if these activities are listed by the FTC as vulnerable to fraudulent behavior. Under the Red Flags Rule, some nonprofit organizations participate in activities that could potentially warrant problems with fraud. The rule applies to those nonprofit organizations "that regularly defer payment for goods and services or provide goods and services and bill the customer later," also referred to as "creditors" by the FTC.

Here are several links to more information regarding identity theft and the Red Flag Rule:

- FTC: *Fighting Fraud With The Red Flags Rule: A How-To Guide for Business*, www.ftc.gov/bcp/edu/pubs/business/idtheft/bus23.shtm.
- ACCA: *Sample Identity Theft Prevention Program*, www.acca-online.org/frontpage_articles/RedFlag/Red%20Flag%20Rules%20Sample.doc.
- Grant Thornton: *The Red Flags Rule: What Not-for-Profit Organizations Need to Know*, [www.grantthornton.com/staticfiles/GTCom/Financial%20services/Red%20Flags%20Rule%20White%20Paper%20\(FI\)%20-%20FINAL.pdf](http://www.grantthornton.com/staticfiles/GTCom/Financial%20services/Red%20Flags%20Rule%20White%20Paper%20(FI)%20-%20FINAL.pdf).

The IRS is reminding tax-exempt employers about a provision in the health care reform bill that requires them to report the value of the health insurance coverage they provide on each employee's annual Form W-2 beginning in tax year 2011. According to the IRS, this reporting is for informational purposes only, to show employees the value of their health care benefits so they can be more informed consumers. The amount reported does not affect tax liability, as the value of the employer contribution to health coverage continues to be excludable from an employee's income and it is not taxable." For more information, visit the IRS website at www.irs.gov.

IRS Exempt Organizations will be giving one-day workshops for small and mid-size charitable organizations in five cities between now and the end of the year:

- September 22-23 - Southfield, Mich., hosted by Lawrence Technological University. Learn more at www.ltu.edu/management/nonprofitirsworkshop.asp.
- October 5-7 - Cincinnati, Ohio. Learn more at www.irsworkshops.eventsdesigner.com/Cincinnati,%20OH_registration.html.

- October 20 - Raleigh, N.C., hosted by the Institute for Nonprofits at NC State University. Learn more at www.philanthropyjournal.org/irsworkshop.
- October 21 - Wilmington, N.C., hosted by QENO at University of North Carolina-Wilmington. Learn more at <https://aceweb.uncw.edu/CourseStatus.awp?%7E%7E11BQNO8060>.
- December 7-9 - Phoenix, Ariz. Learn more at www.irsworkshops.eventsdesigner.com/Phoenix.%20AZ_registration.html.

The workshops are designed for administrators and volunteers who are responsible for a 501(c)(3)'s tax compliance as well as for individuals interested in a nonprofit career. Each one-day session will cover the benefits and responsibilities of tax-exempt status; actions that can jeopardize an organization's exempt status; unrelated business income; employment issues; Form 990 series; and required disclosures, including those imposed by the Pension Protection Act of 2006. Pre-registration is required.

The IRS has updated the following publications:

- **Publication 1771, "Charitable Contributions - Substantiation and Disclosure Requirements"** If your organization receives \$250 or more in contributions or provides goods and services to donors who give more than \$75, or if you give to charity, this short, free publication is for you. Publication 1771 covers the documentation donors must have to substantiate tax-deductible contributions as well as the disclosures a nonprofit must make to donors who contribute more than \$75 in a single payment. Download IRS Publication 1771 at www.irs.gov/pub/irs-pdf/p1771.pdf.
- **Publication 3079, "Tax-Exempt Organizations and Gaming"** If your organization conducts gaming activities, such as (in the IRS's words) "Saturday night bingo in the church hall, one-armed bandits in the social club, video lottery at the veterans' club, poker night at the fraternal lodge," you need to read Publication 3079. This free reference describes the impact gaming can have on tax-exempt status, gaming and unrelated business income, record keeping, reporting requirements, excise taxes, and more. Download IRS Publication 3079 at www.irs.gov/pub/irs-pdf/p3079.pdf.

MEMBER NEWS

Bryce Canyon Natural History Association provided funding for the first-ever Geology Festival in Bryce Canyon National Park at the end of July. Over the course of this two-day event, a thousand people attended

special programs, including ranger-led hikes among the hoodoos, geology talks, geology bus tours, children's activities on geology, special exhibits, and illustrated programs. The festival also offered three-hour long geology bus tours into the park led by Bryce Canyon Natural History executive director and paleontologist Gayle Pollock and ranger Sean Duffy.

Among the many highlights of this Geology Festival were two special guest speakers, Wayne Ranney and Dave Gillette, who presented illustrated programs to "standing-room-only" audiences.

A very popular exhibit on loan from the Bureau of Land Management was a dinosaur skull and fossilized skin imprint of a hadrosaur, or duck-billed dinosaur, recovered nearby from Grand Staircase-Escalante National Monument. Although Bryce Canyon is known for its colorful and oddly shaped rock spires called hoodoos, a number of fossils have been found within the park and surrounding area. Paleontologists continue to make discoveries that reveal the rich and varied earth history that's shaped this landscape into what we see today.

Also at the celebration were booths on Cedar Breaks National Monument, Red Canyon (Dixie National Forest), and the park's fossil table.

Learn more about the festival and the association at <http://brycecanyon.org/>.

Eastern National is seeking submissions for its annual contest to select ten new images for the collectible Passport To Your National Parks® stamp series. The stamps (one national and nine regional) are on one perforated sheet and fit into the official passports.

Image submissions of national parks with special events or anniversary celebrations during 2011 are encouraged, and a brief statement about the event should be enclosed with the photograph.

National parks previously featured on Passport stamps are not eligible for the contest. However, NPS employees and VIPs from those parks can submit photographs of parks not previously featured.

Submissions must be received by Eastern National in Fort Washington, Pennsylvania, by October 15th. Here are the basics:

- All submissions must be reproduction-quality color originals, as a 35mm slide, color print, 4" x 5" transparency, or 300 dpi tiff file. Inkjet prints and low-resolution files are not acceptable.
- Only National Park Service employees and Volunteers In Parks (VIPs) are eligible for the contest.
- All submissions must be clearly labeled, stating park name and image location, photographer's name, photographer's status as an NPS employee or a VIP, current park assignment, and the photographer's mailing

address (no post office boxes please), telephone number and e-mail address

- Eastern National will review all submissions and make final selections. Images will be judged on quality, interpretive merit, and appropriateness of subject matter. Lacking a suitable entry, Eastern National reserves the right to select a photograph from other sources.
- By submitting their work for review, photographers agree that if their photograph is chosen, Eastern National may use the winning photograph for the Passport stamp and promotional purposes. Eastern National will not be responsible for any lost or damaged photos, slides or transparencies. All submissions will be returned to the photographer.
- Contest winners will be announced in January 2011. Eastern National will pay the photographer \$500 for the winning photograph in each category. If the winning image is a National Park Service slide or transparency, or was taken on government time, Eastern National will donate \$500 to the photographer's park to support that park's interpretive program.

Send your submissions to Eastern National Passport Photography Contest, 470 Maryland Drive, Suite 1, Fort Washington, PA 19034. Questions should be directed to Eastern National at 215-283-6900 ext. 158 for more information.

George Washington Carver Birthplace Association (CBA) in cooperation with the George Washington Carver National Monument (GWCA) is pleased to announce the publication of *George Washington Carver: His Life and Legacy*. This publication was authored by the staff of GWCA, with funding provided by the CBA. This inspiring book features the story of Carver told through text and photographs taken throughout his lifetime. It also highlights many of his quotes, which reflect the caring, gentle, and courageous nature for which he was known. If you are interested in purchasing a copy of this book, please contact Pauline Charles at 417-325-4151, or check their website at www.carversfriends.org for more information.

Grand Staircase Escalante Partners (GSEP) is pleased to welcome Roger Cole as their new Executive Director. GSEP is a BLM partner and is the official support organization for Grand Staircase-Escalante National Monument. Learn more about GSEP at www.gsenm.org.

Hawai'i Volcanoes National Park is hosting an *It's My Park!* Youth Film Festival on National Public Lands Day. In late July and early August, Volcanoes National Park invited middle and high schools students to borrow a

camera to film a short three minute video about the park. The students received guidance and used computers located in the park to edit and produce their films. This month the films will be posted on-line and the public will be invited to vote. Prizes, including MacBook computers and digital cameras, will be awarded at a gala festival in the park on National Public Lands Day, September 25. This second annual *It's My Park!* film festival is cosponsored by the **Hawaii Natural History Association, Friends of Hawaii Volcanoes National Park, KapohoKine Adventures, Hawaii Forest and Trails, and Friends of the Future.**

Mount Rushmore History Association is pleased to announce the release of their 2011 *Mount Rushmore Anniversary Calendar* featuring photographs by Johnny Sundby and Rodger Slott. The calendar commemorates the 70th anniversary of when the carving ended on Mount Rushmore. Information regarding wholesale orders is available from Megan Matzen at 605-574-3142 or megan_matzen@partner.nps.gov.

Shenandoah National Park Trust has unveiled a redesigned website. See the results for yourself at www.snptrust.org.

Ed Pearsall is the new Executive Director at Western Colorado Interpretive Association (WCIA). Please update your contact information for WCIA to include their new e-mail address – wcia@wcinterp.com.

Yellowstone National Park celebrated the 94th anniversary of the National Park Service on August 25 with a ceremony opening the new Old Faithful Visitor Education Center. The 26,000 square foot, \$27 million center explains the workings of Yellowstone's 12,000 geothermal features; introduces visitors to the microorganisms that live in the hot waters; and showcases the research that makes the park a rare living laboratory. A special exhibit area for children lets them explore those themes through interactive, hands-on experiments. The center also features a new **Yellowstone Association** Park Store with a large selection of educational books, maps, and more.

The building is designed to achieve a gold level Leadership in Energy and Environmental Design (LEED) certification for its environmental and energy efficient design. It mirrors the roof lines and construction materials of the adjacent Old Faithful Inn. And its two-story wall of windows provides a breathtaking view of the iconic geyser. A Yellowstone Park Foundation contribution of \$15 million and \$11 million in federal money covered most costs. The **Yellowstone Association** also provided

significant funding towards the new visitor center. This includes funding for the film *Symphony of Fire and Water* which was developed several years ago specifically for the anticipated new visitor center as well as approximately \$500,000 in funding for space and fixtures related to the Association's educational Park Store which is located in the visitor center lobby adjacent to the theater. Take a virtual tour at <http://mms.nps.gov/yell/ofvec/index.htm>.

Yosemite Conservancy's 2010 signature project Youth in Yosemite is making a positive impact all over Yosemite. The signature project has brought young adults through the Youth Conservation Corps (YCC) and **Student Conservation Association (SCA)** to repair trails and remove invasive species contributing over 4,000 hours of service to Yosemite. The signature project has also expanded the Jr. Ranger program in order to reach thousands more children. The conservation corps projects provide opportunities for young people to build knowledge and leadership skills as they work alongside National Park Service employees. The Junior Ranger programs inspire the youngest park visitors to learn about the outdoors. Additional information is available at www.yosemitefund.org/work.cfm.

Yosemite is featured on a new quarter recently released by the U.S. Mint. This quarter is the third release in the America the Beautiful quarter series. This highly collectable item features the iconic rock formation El Capitan. The face of the quarter features a portrait of George Washington restored from the original version used on the 1932 Washington Quarter. People interested in beginning a collection of the America the Beautiful quarters can purchase the newly released and uncirculated Yosemite quarter along with a collectable binder for the whole America the Beautiful series from **Yosemite Conservancy** at www.yosemite.org/cat-18-1-66/National_Park_Quarter_Series.htm.

VENDOR SUPPORT NEWS

Is your company on this list? If your answer is yes then we want to offer our thanks for your support of APPL through your donation to the 2011 Vendor Support Program (VSP).

2011 Benefactors

Globe Pequot/Falcon
Guides
Impact Photographics

Safari, LTD
Sierra Press/Panorama

2011 Contributors

American Park Network	Lantern Press
Blubandoo	Lone Pine Publishing
CTM Group / The Penny Men	Lord's International
David Chandler Company	Mountain Press Publishing
David Howell and Company	PGW/Perseus Book Group
Eco Marketing Solutions	Pomegranate Communications
Eco Wear & Publishing	Rosen Publishing Group, Inc.
Folkmanis, Inc.	Stephen Joseph, Inc.
Found Image Press	Tour-Mate Systems
Gallopade International	University of North Carolina Press
Graphic Image	
Hogeye, Inc.	

Not listed? There is still time to make your 2011 VSP contribution. Materials were mailed to all current, former and prospective VSP donors earlier this summer. If you have questions or need additional information please contact Nancy Kotz at nkotz@appl.org or 301-946-9475, extension 224.

FUNDING OPPORTUNITIES

The Paperless Choice Challenge will award \$5,000 to four nonprofits for effective online fundraising. Learn more about this opportunity at www.paperlesschoice.org/contest/. The deadline for entries is September 15.

The National Park Foundation is accepting applications until October 1 for their 2010 Impact grants. The Impact Grants of \$10,000 or less are designed to help parks which need a small amount of additional funding to strengthen the efforts of a local partnership or turn an underfunded and innovative idea into a successful project. This program is funded by the National Park Foundation and supports the entirety of the National Park Service, including National Park System units, affiliated areas, regional, service and program offices, National Heritage Areas, National Wild and Scenic Rivers, National Historic Landmarks and National Trails. To apply for the grant, go online to <http://nationalparks.org/npf-at-work/our-programs/apply-grants-programs/>.

National Endowment for the Humanities is accepting applications for their Sustaining Cultural Heritage Collections program. This program provides support to preventive conservation measures that mitigate deterioration and prolong the useful life of collections in the areas of planning and implementation. Priority will be

given to proposed activities that explore and implement sustainable preservation measures that are designed to mitigate the greatest risks to collections rather than to meet prescriptive targets. The application deadline is November 16. Details on the program and more information on how to apply are available at www.neh.gov/grants/guidelines/SCHC.html.

The ConocoPhillips SPIRIT of Conservation Migratory Bird Program, a partnership between ConocoPhillips and the National Fish and Wildlife Foundation, provides grants for migratory bird habitat conservation projects in areas where ConocoPhillips has an operating presence. For the current funding cycle, priority will be given to projects that focus on specific species in the following regions: 1) coastal Alabama, Louisiana, and Texas; 2) coastal Delaware, New Jersey, New York, and Pennsylvania; 3) San Francisco Bay area and Los Angeles Harbor area in California; 4) western Colorado and northwestern New Mexico; and 5) coastal northwestern Washington State. International projects will also be considered in selected geographic areas. Grants generally range from \$25,000 to \$200,000. Nonprofit organizations, educational institutions, and local and state units of governments are eligible to apply. Preproposals are due October 1; invited full proposals must be submitted by December 3. Visit www.nfwf.org/AM/Template.cfm?Section=Charter_Programs_List&TEMPLATE=/CM/HTMLDisplay.cfm&CONTENTID=17138 to submit the preproposal form online.

EVENTS AND OPPORTUNITIES

October 2010

Special Times In Special Places: APPL Online Auction October 1 – Bidding opens. Visit <http://appl.cmarket.com> for a preview beginning September 15th.

2010 Watchable Wildlife Conference, October 5-7, Holiday Inn Kearney, NE. Registration is now open at www.watchablewildlife.org/conference/register.htm.

2010 Risk Management & Finance Summit for Nonprofits, October 10-12, Philadelphia, PA. Visit www.nonprofitrisk.org/training/conference/conference.shtml for complete details.

Special Times In Special Places: APPL Online Auction October 23 – Bidding closes. Visit <http://appl.cmarket.com> for complete details.

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

November 2010

Unleashing Your Publishing Potential - 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.

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

February 2011

Broadening Our Horizons - 2011 APPL Partnership Convention & Trade Show, Hyatt Regency Dallas, February 21-24, Dallas, TX. Details will be available soon at www.appl.org.

April 2011

2010 MSA Retail Conference & Expo, April 30 - May 2, 2011 (Expo dates May 1 - 2), Chicago / Rosemont, IL. Additional information is available at www.museumstoreassociation.org/ConfExpo/Future_MRCE_11.cfm.

May 2011

2011 California League of Park Associations Conference, May 12 – 15, Mendocino, CA. Details will be available soon at www.calparksleague.org.

BookExpo America 2011, May 24 - 26, New York, NY. Visit <http://bookweb.org> to learn more.

MARKETPLACE

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

ECO Wear & Publishing is pleased to announce the release of *Rattlesnakes of the United States and Canada* by Manny Rubio. This new title features:

- Over 300 pages packed with detail of natural history, identification, toxicity and more.
- Over 200 vivid colorful and breathtaking photographs.
- The first comprehensive work on rattlesnakes in years, while still being very accessible to the lay audience. Soft cover and hard cover copies are available at especially low prices for Eco's APPL partners.

If you need a review copy for your park's approval feel free to send a request to ecoorders@hotmail.com or call 575-557-5757.

Lantern Press creates custom artwork for several products including Prints, Postcards, Magnets, Mugs, Apparel, Stickers, Mint Tins, Key chains, and more. Creative team, quick turnaround, low minimums, Made in America, & eco-friendly. Over 50,000 images. No art charges are ever charged, new artwork in just 2 weeks. Lantern Press will be at Las Vegas Gift Show (Booths 1006-1008), Sevierville (Booths 3009-3010), and showrooms in Seattle, Atlanta, Denver, and Minneapolis. Lantern Press will also be at this year's upcoming APPL show in Dallas. The Lantern Press Team is very excited to meet and work with APPL Members.

Contact Lantern Press at: info@lanternpress.com, 206-229-6435, or www.LanternPress.com.

Rosen Publishing has just released the final 27 titles in the *The United States: Past and Present* series.

Appropriate for children in grades five through eight, each book melds educational facts about each state with full color photography and illustrations, making learning not only an informative experience but also an entertaining one.

For reviewer's copies of any of the state books, please e-mail Tricia Bauer, triciab@rosenpub.com.

POSITIONS AVAILABLE

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

The George Washington Carver Birthplace Association (CBA) in Diamond, Missouri is seeking a Director and Development Specialist. This individual will work to build membership, fund raise, write and administer grants, work with staff and volunteers, and develop educational programs. S/he will be responsible for supervision and overall management of the entire CBA, including the retail aspects of the bookstore and other sales. Visit www.carversfriends.org for more information and http://carversfriends.org/CBA_Director_and_Development_Specialist_PD.doc for the full job description. This position is open until filled.

The National Park Foundation (NPF) is conducting a nationwide search for its new Director, Partner Development who will play a key role in strengthening the Foundation's relationships with friends groups and nonprofit park partners. The individual selected will

lead NPF's Seven Parks, Seven Regions pilot program as the Foundation works to expand the landscape for park philanthropy.

A full position description may be found at <http://nationalparks.org/about/employment/>. Interested candidates are encouraged to send a cover letter and resume to resumes@nationalparks.org.

APPL seeks a Program Associate for Web/Social Media. We are looking for a high-energy entry-level associate to help manage Web and social media communications, next generation and inclusiveness initiatives, online interactive programs, membership and vendor database. Excellent growth opportunity for the right person who exhibits a passion for mission balanced with organizational ability, attention to detail, and follow-through. Position reports to the Executive Director and is located in APPL's headquarters in Wheaton, MD, a suburb of Washington, DC. Starting salary is \$30,000. For a full position description and information on how to apply visit APPL's Web site at www.appl.org.

RESOURCES

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

Gifts In Kind International is dedicated to helping people and communities by distributing corporate product donations to nonprofit organizations worldwide. For the first time ever, qualified organizations can join Gifts In Kind International, a nonprofit organization for nonprofits, for free. Register as a Friend and you can join the growing Gifts In Kind nonprofit network and view thousands of available donated products online. As a registered Friend, you'll make the most of your limited budget and only pay nominal administrative fees to help cover the cost of shipping and handling when you request donations. Register your organization at www.giftsinkind.org/registration/.

Congress.org is a nonpartisan news and information Web site devoted to encouraging civic participation and providing information about public policy issues. The site includes tips on effective advocacy and features a software program that makes it easy for citizens to write their elected officials and have that correspondence be delivered directly to the decision-maker whose opinion you hope to influence. To learn more, go to www.congress.org.

The Effect of the Economy on the Nonprofit Sector is a new study from Guide Star. More than 7,000 people responded to this June 2010 economic survey, which measured the impact of these difficult economic times on the nonprofit sector. Among respondents, nearly half were CEOs, executive directors, or presidents. The results showed that:

- Some 40 percent of participants reported that contributions to their organizations dropped between January 1 and May 31, compared to the same period a year earlier.
- Eight percent indicated that their organizations were in imminent danger of closing.
- Sixty-three percent reported a total increase in demand for their organization's services between January 1 and May 31, compared to the same period a year prior.

View the full report for free at

http://www2.guidestar.org/rxg/news/publications/nonprofits-and-economy-june-2010.aspx?hq_e=el&hq_m=725434&hq_l=3&hq_v=42c8a95151.

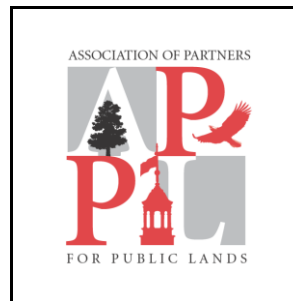
Idealware offers live and recorded online training for nonprofits on all sorts of technology topics. Upcoming seminars include:

- Choosing a Low Cost Constituent Database
- Introduction to Website Analytics
- Making the Most of Social Networking Sites
- Getting Started with Mobile Outreach
- And many more.

Visit www.idealware.org/online-training for complete details.

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

- **Facebook** (www.facebook.com/appl.fb?v=wall)
Submit posts, photos, and videos.
- **Twitter** (<http://twitter.com/goappl>)
Use the tag #applsdl10 to track updates
- **LinkedIn**
(www.linkedin.com/groups?gid=2474557&trk=mv_g_ugrp_ovr)
Network with colleagues.
- **Flickr** (www.flickr.com/photos/goappl/)
Photo sharing group



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