



*Supporting Education
and
Stewardship*

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

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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News wire

APPL NEWS

APPL has been awarded Maryland Nonprofits' Standards of Excellence Seal. The Standards for Excellence include eight guiding principles and 55 performance indicators, which provide a benchmark for ethical and accountable nonprofit operations. Specifically, the Standards provide guidelines as to how a responsibly governed and well managed nonprofit should act in conducting program operations, governance, human resources, financial management, and fundraising. The application process challenged us to improve our operations, engage board members, and update our policies and procedures.

This process also supported the goals of APPL's 2004 strategic plan and led to the development of a draft APPL self-assessment tool. This tool sets similar high standards of accountability, but is customized for nonprofit organizations working with public lands agencies. We encourage our members to use this self-assessment tool to review their management practices, identify their strengths and areas for improvement, and open dialogue between their staff, board members, and agency partners. A concurrent session will be held at the 2007 APPL Annual Convention showcasing this new tool and its many uses to help nonprofit organizations prepare for strategic planning, determine readiness to take on new initiatives, and prepare for assistance from an external review team. If you would like to receive a copy of the draft self-assessment tool contact Amy Matthews at amatthews@appl.org or 301-946-9475, extension 22.

APPL is pleased to welcome Eastern National back as a full member. President Chesley Moroz will serve as APPL's main contact. The latest news and product information from Eastern is available at www.easternnational.org. In addition, please note that Eastern has decided to suspend their reciprocal discount program.

Jeff Brown, Director of Education for the Yellowstone Association, has been named as APPL's newest board member. His appointment to the board now brings the number of APPL Directors to the 11 member minimum as set forth in APPL's revised bylaws.

APPL's board of directors met October 6-7, in Sacramento, CA gaining an appreciation for the site of our 2007 APPL convention. While the meeting focused primarily on various aspects of APPL's strategic plan, including collective representation, member outreach, and capacity building – board members had the opportunity to become acquainted with the convention headquarters hotels, meeting spaces, and the convention center. Board members were also joined at dinner by Donna Posse and John Mott of California State Parks who have been actively involved in APPL's convention program planning and promotion.

The debut of APPL's new and improved M&O course was a great success. Attendees spent 3 days sharpening their management skills, swapping ideas to improve operations and enjoying top-notch hospitality from the host organization, **Rocky Mountain Nature Association**. APPL members along with two representatives of the National Park Service and one representative of the Bureau of Reclamation engaged in lively discussions, expert presentations, snowy receptions and an exclusive field trip. Challenging as it is to satisfy learning objectives of participants from a diverse set of organizations with varied levels of experience, the comments received on evaluation forms validate a job well done

by trainers Donna Asbury, Curt Buchholtz, David Mohr, Nicki Phelps and Rich Weideman.

APPL will explore opportunities to offer additional M&O sessions in the future. For more information or to express your interest in a future course please contact Krista Muddle at kmuddle@appl.org.

APPL was well represented at the NPS Interpretation and Education Summit in Denver, CO October 25-26.

Board members Charles Money, Curt Buchholtz, and John Reynolds along with Executive Director Donna Asbury participated in the summit designed to launch a culture of evaluative thinking throughout NPS Interpretation and Education, and to plan for and practice decision making based on using various types of outcome data. An array of evaluation experts, NPS staff and partners shared their perspectives and provided feedback on the draft NPS Servicewide Interpretation and Education Evaluation Strategy. In addition to representing an NPS partner perspective, APPL participants agreed they gained information immediately applicable to using evaluation in their own work.

The NPS National Education Council has created a draft servicewide interpretation and education evaluation strategy. This draft strategy is available for review and comment at <http://inside.nps.gov/waso/custommenu.cfm?lv=4&prg=945&id=4835>. Comments on the draft are due by December 1st.

To learn more about the evaluation summit, visit <http://inside.nps.gov/waso/waso.cfm?prg=945&lv=4>. There was also an introductory article posted on InsideNPS on October 25th, which can be found at <http://classicinside.nps.gov/headline.cfm?type=Announcements&id=4900>.

The draft servicewide interpretation and education evaluation strategy was also the basis for the panel discussions and TEL broadcast that occurred during the evaluation summit. DVD's of the hour-and-a-half October 26th TEL broadcast are available from NPS regional chiefs of interpretation and education. Questions and comments regarding the summit or the draft strategy can be e-mailed to national_education_council@nps.gov.

Director Bomar is expected to sign the Interpretation and Education Business Plan and the Renaissance for Interpretation and Education Action Plan early in November. Both will be available at the National Education Council Web site (<http://inside.nps.gov/waso/waso.cfm?prg=651&lv=3>) and will be reviewed in an upcoming TEL broadcast on November 17th.

The 2007 APPL Media and Partnership Awards entry materials have been distributed and are also available online at www.appl.org/News_Events/Awards.htm. The deadline for entries is December 1.

Judges for the 2007 program are also being recruited. If you have any recommendations please forward them to appl@appl.org prior to December 1.

NEWSBITS

The nonpartisan National Parks Conservation Association (NPCA)has issued a white paper detailing five ways Congress, the White House, and the American public can fix the national parks by the National Park Service's 100th birthday-just 10 years away-It challenges Americans to sign a pledge to help fix the parks. It is available at www.npca.org/fixourparks/.

The American Recreation Coalition and the National Forest Foundation will hold a series of regional recreation issue forums around the country beginning in early 2007. A national forum also will be held in Washington, DC in April 2007. The regional meetings are planned for Atlanta, Denver, Los Angeles, a location in the Pacific Northwest and Chicago. The day-long forums are designed to solicit recommendations and challenges regarding recreational activities on national forests and other public lands, and to collect suggestions for addressing these concerns. Complete details are available at www.funoutdoors.com/files/18-6RecIssuesForums.pdf.

AGENCY NEWS

Richard G. Myers has been selected as the new Alaska Regional Solicitor for the Department of the Interior. He will begin work overseeing the Anchorage office on November 13th.

Myers will be in charge of legal issues in Alaska for the National Park Service, Bureau of Indian Affairs, Bureau of Land Management, U.S. Fish and Wildlife Service, U.S. Geological Survey and Minerals Management Service.

Robert Johnson has been named the 20th Commissioner of Reclamation. Johnson most recently served as Reclamation's Lower Colorado Regional Director, where he oversaw the management of the last 700 miles of the Colorado River, Hoover Dam, and numerous other Reclamation activities in southern Nevada, southern California and Arizona.

Bureau of Land Management

Bureau of Land Management has appointed Ed Shepard as the new director for the agency's state office in Oregon and Washington. Shepard is currently the BLM's assistant director for renewable resources and planning, and has held a variety of positions within the agency's Oregon and Washington operations.

Thomas P. Lonnie has been selected as BLM's Alaska State Office Director. Lonnie, who currently serves as the BLM's Assistant Director for Minerals, Realty, and Resource Protection, succeeds Henri Bisson as Alaska State Director. Bisson was named the BLM's Deputy Director for Operations earlier this month.

The new Idaho State Director for the BLM is Tom Dyer. Dyer has been serving as the acting director of the BLM's office of fire and aviation since April and was previously the deputy assistant director for renewable resources and planning at the BLM's headquarters office in Washington, D.C.

Bureau of Land Management has named Gene Terland as the agency's new State Director for Montana and the Dakotas. Terland has been the BLM's Associate State Director in Utah since 2003. He began his BLM career in Oregon in 1974. Between then and now, he has also served in a variety of leadership roles in Idaho and Alaska. He will likely report for his new duties before the end of November. He replaces Marty Ott, who retired last year, and will be joined by another native Montanan, Associate State Director Howard Lemm.

National Park Service

On October 17th, at Independence National Historical Park in Philadelphia, Secretary of the Interior Dirk Kempthorne administered the oath of office to Mary A. Bomar as 17th director of the National Park Service. The ceremony was held in historic Congress Hall, where the Congress met when Philadelphia was the nation's capital, and where two other notable oaths were taken – George Washington for his second presidential term and John Adams to become the second president.

On October 19th, Director Bomar issued an announcement to all NPS regional employees regarding several acting designations that are now in effect. Sandy Walter is Acting Regional Director and Linda Canzanelli is Acting Deputy Regional Director for the Northeast Region. Joanne Blacoe is Acting Assistant Regional Director for Communications. Superintendent Bob Kirby of Petersburg National Battlefield will be

coming to Philadelphia soon as Acting Associate Regional Director for Park Operations and Conservation Assistance.

Walters will undergo surgery in November which will take her away from the office for approximately one month. To ensure continuity in the Northeast Regional Office operations when Walters goes on sick leave, Superintendent Dennis Reidenbach of Independence National Historical Park will become Acting Regional Director on November 7th.

Secretary of Interior Dirk Kempthorne addressed NPS staff and partners at the National Park Friends Alliance on November 2nd, in San Francisco, CA. The Secretary expressed his enthusiasm for our national parks and gratitude to park partners for all that they contribute. He stated he is willing to work with park partners across the nation to launch a *National Parks Centennial Challenge* to increase philanthropy for the parks, expand the margin of excellence, and make a significant impact for parks and people as we approach the NPS Centennial in 2016. He then sought feedback from partnering organizations regarding the potential of this national initiative.

Prior to and following the Secretary's visit, the National Parks Conservation Association and the Friends Alliance co-hosted preliminary discussions regarding the purpose of the Centennial Challenge, the role and process of philanthropy, campaign design, communications, structure and financial goals. APPL board members Charles Money, Tracey Chavis, Curt Buchholtz, Greg Moore, John Reynolds, and Emilyn Sheffield participated, along with executive director Donna Asbury. Additional information will be forthcoming to APPL members as this initiative evolves.

Art Hutchinson has been selected as the next superintendent of Great Sand Dunes National Park and Preserve. He will assume his new responsibilities on November 26th.

Hutchinson replaces former superintendent Steve Chaney, who recently was selected to manage Redwoods National Park in California. Hutchinson currently serves as an assistant to the director in the Washington office. His role has been to assist in resolving and communicating NPS issues and concerns to other agencies, Department officials and members of Congress.

The National Capital Region's 9th annual "Excellence in Interpretation" awards ceremony was held on September 27th. At the event, sponsored by **Eastern National**, Director Fran Mainella joined Regional Director Joe Lawler in recognizing all winners and nominees.

The 2006 regional Freeman Tilden Award winner, Scott Shultz of Ford's Theatre, was selected for developing *Shadows from the Past: Eyewitnesses to History*, a living history program about the experiences of the chief federal investigator of the Lincoln assassination, Civil War Brigadier General Henry Lawrence Burnett. Through this program, visitors gained insights into major constitutional and civil rights issues surrounding the Civil War and its aftermath.

Four regional interpretive awards were also presented:

- The Cherry Blossom Festival work group received the interpretive teamwork award.
- Mary Troy and Laura Anderson received the support to interpretation award for developing an online course on objects in the Arlington House museum collection.
- Mark Ragan received the interpretive services award for developing a series of living history programs that focused on "the soldier in the mud."
- Sam Swersky received the interpretive leadership award. He obtained two trolleys and developed interpretation about their significance to Glen Echo, worked with at-risk high school students, developed five new wayside exhibits, and organized a reunion of nearly 100 individuals who protested segregation at the park 45 years ago.

Nineteen-year National Park Service veteran Keith Payne has been named superintendent of Florissant Fossil Beds National Monument. Payne will assume his new responsibilities on December 10th. Payne is currently a project manager for the Intermountain Regional Office line item construction program.

Art Frederick has been selected as the new deputy regional director for Southeast Region. Frederick comes to Atlanta after three years as the superintendent of Virgin Islands National Park.

The National Heritage Areas Act of 2006 has added ten new national heritage areas to the National Park Service portfolio, including three in the West, one of which bridges two NPS regional offices. There are now 37 National Heritage Areas across 27 states. The local management entities of these National Heritage Areas will work closely with their national park partners, other federal agencies, and state and local partners to develop a management plan to conserve and interpret their regions' nationally significant stories and resources. While the National Heritage Area designation is permanent, a heritage area's enabling legislation and authorization to receive NPS funding generally expire after 15 years.

For more information on these new national heritage areas and to learn about the other 27 areas, visit www.cr.nps.gov/heritageareas.

The public is invited to participate in the planning process for the future of the National Mall. A new interactive Web site has been launched (www.nps.gov/nationalmallplan) and a national symposium on November 15 will focus Americans' attention on celebrating the National Mall's past, improving its present state and ensuring a sustainable future for what is considered one of the most important public spaces in this country.

U.S. Army Corps of Engineers

Bonneville Lock and Dam has a Lewis and Clark keelboat display available for the cost of shipping. It is on a 14 foot diameter circular base and is 7 feet tall. They used it with half the base. It features a background of the Missouri River and the bow of a keelboat with the rest of the boat drawn on the background. Please contact Pat Barry 541-374-4582 or Patrick.barry@usace.army.mil for more information.

USDA Forest Service

The Forest Service is undertaking the most significant change to its business practices since its founding in 1905 by centralizing many of its business operations, including human capital management, in Albuquerque, NM. The Service Center currently has 109 employees providing human resource services to 4,530 Forest Service employees. By September 2007, the center will have 360 employees located in Albuquerque serving approximately 39,000 Forest Service employees.

The Forest Service is expecting approximately 100 positions at the Albuquerque center to be made available for employment opportunities in the near future. Visit the Office of Personnel Management Web site at: www.usajobs.opm.gov for additional information about the positions.

U.S. Fish and Wildlife Service

Nearly 38,000 volunteers donated more than 1.4 million hours to U.S. Fish and Wildlife Service efforts during fiscal year 2005. This represents the equivalent of more than \$25 million in work on behalf of wildlife and wildlife conservation across the country, according to the recently issued *Friends and Volunteers Annual Report*. Download the full report at www.fws.gov/volunteers/pdfs/Friends_and_Volunteers_FY2005_AnnualReport.pdf.

Wildlife artist Richard Clifton of Milford, DE, has won the 2006 Federal Duck Stamp Art Contest with his depiction of a pair of swimming ring-necked ducks.

Clifton's painting - chosen from among 297 entries from artists representing 49 states - will grace the 2007-2008 Federal Duck Stamp. The competition was co-hosted by Ducks Unlimited, Greater Memphis Arts Council, and the Memphis College of Art.

Duck Stamps bearing this year's winning design will go on sale at post offices, national wildlife refuges, some national retail chain stores, and various sporting-goods stores nationwide in late June, 2007. The 2007-2008 Duck Stamp will be available at select locations in both a self-adhesive format and the traditional gummed format.

Downloadable images of the top three paintings at <http://duckstamps.fws.gov>.

CONVENTION NEWS

New Frontiers, Next Stages ~ Sacramento 2007, March 18-22, Hyatt Regency Sacramento & the Sacramento Convention Center Sacramento, CA. Visit www.appl.org for more information. Hotel reservations may be made by calling 800-223-1234 (Group code: APPL) or online at www.Sacramento.Hyatt.com (Group code: G-APPL (case sensitive)) Visit www.appl.org for more information.

Save \$20 on your registration fee by registering on-line now through January 12, 2007. Registration materials have been sent and on-line registration is now open at www.appl.org. If you did not receive a registration booklet contact Amy Matthews at amatthews@appl.org or call 301-946-9475 extension 22 to request a copy.

Make the most of your convention experience and travel dollars by registering for optional pre and post convention training. Arrive early to participate in an educational field trip to either Golden Gate National Recreation Area or the Cosumnes River Preserve. A special gathering for California based groups is also planned. Agency trainings focused on partnerships will take place following the convention with the US Army Corps of Engineers and the National Park Service. These opportunities are not included in the attendee registration fee. Space is limited so register now at www.appl.org.

Sunday, March 18

Dreams Come True: Park Projects from Design Through Implementation at Golden Gate National Recreation Area

7:00am – 5:00pm

\$140 with convention registration

\$160 without convention registration

Registration fee includes bus transportation, boxed lunch and tours.

Go behind the scenes at Alcatraz, take the new Cellhouse Audio Tour and see two unique bookstores while learning about large scale project planning, funding, building and implementation. Emphasis will be placed on the unique benefits of close park partnerships and team structures.

Cosumnes River Preserve: Partnerships At Their Finest
9:30am – 4:00pm

\$75 with convention registration

\$95 without convention registration

Registration fee includes bus transportation, boxed lunch and tours.

Get a behind the scenes look at how a collaboration by local, state, national agencies and nonprofit organizations came together to acquire, operate, maintain and continue to expand the Cosumnes River Preserve. Receive an overview of restoration strategies and learn how the partnership is addressing specific threats related to groundwater withdrawal, encroaching urbanization, and invasive exotic species. Lessons applicable to your own conservation and management challenges will be learned from this complex project.

California Rally

8:30am – 4:00pm

\$65 with convention registration

\$85 without convention registration

Registration fee includes lunch.

Meet and establish networking opportunities with representatives from State and National Parks and other agency cooperating associations operating in California; learn what other CA associations are doing and the challenges they are facing. Develop cooperative opportunities for purchasing/selling retail products and marketing tourism and field seminar programs.

Thursday, March 22

US Army Corps of Engineers Partnership Training

Debra Stokes, USACE

8:00am – 5:00pm (continues Friday, 8:00am – Noon)

\$175 with convention registration

\$215 without convention registration

The registration fee includes lunch on Thursday.

Learn more about the inner workings of the Corps's partnership programs and how to establish successful partnerships. This training is intended to benefit those who have existing cooperating associations and other partnerships as well as those who do not. Participants

will come together to discuss issues about the status of agency partnering programs, authorities and policies. Come prepared with a specific partnering issue to work on for your site at this informal and informative session.

National Park Service Training: The Language of Partnership

Rose Fennell and John Piltzecker, NPS

8:00am – 5:00pm

\$135 with convention registration

\$175 without convention registration

Registration fee includes lunch.

Both financial and non-financial charitable support will be discussed in this look at the larger world of nonprofit support organizations and the NPS. Particular attention will be given to the spectrum of financial support, where it comes from (revenue generation), earned vs. contributed income, investments and accountability, and how it is used to achieve mission and satisfy expectations. It is recommended for NPS employees who liaison with partner organizations and for partners who have a current general (cooperating association) or fundraising agreement with NPS, and counts towards the following NPS competencies: PAR04, PAR05, PAR06, PAR11, OPMG089, and OPMG090.

APPL members can take advantage of specially priced consulting sessions with Andrew Andoniadis at the 2007 Convention. Has the expense of hiring a consultant kept you from seeking professional help for your retail sales operations? Would you like to get confidential and unbiased advice from an expert on concerns or questions you have about your store? If you answered yes to either of these questions take advantage of this special opportunity arranged by APPL exclusively for its members. Andoniadis helps design stores, conducts profitability reviews, and delivers on-site customer service and selling workshops for museum and book stores of all types and sizes. He will present *Selling Through the Internet* and *Making Bookstore Marketing an Investment, Not an Expense* at the convention and will also be available for four fifty-minute private consultations at a special APPL member rate of \$125.00. Potential topics include product selection, operations, inventory levels, customer service and selling, shop layout, retail pricing, financial performance - any area of anxiety for your organization. Registration is on a first come, first serve basis and only open to current APPL members. Log onto www.appl.org to register.

- Monday, March 19: 12:30 - 1:20pm, 1:30 - 2:20pm
- Tuesday, March 20: 9:45 - 10:35am, 10:45 - 11:35am

Help celebrate APPL's 30th anniversary of incorporation. A lot has happened over the past thirty years. Some of you have been with the organization since 1977, when it was the Conference of National Park Cooperating Associations. Others have joined along the way as membership expanded to welcome organizations from other public land management agencies, becoming known as the Association of Partners for Public Lands. The successful evolution of APPL is a direct result of its dedicated member organizations and their staff, board, volunteers, and agency partners who all have a strong shared commitment to stewarding public lands and enhancing public understanding and appreciation of America's treasured places. Compile favorite stories, pictures, and quotes of your APPL memories onto an 8x12 inch or 12x12 inch sheet of paper and turn it in at the registration desk when you check in at the convention. The scrapbook sheets will be displayed for attendees and exhibitors to vote on their favorites. Multiple entries will be accepted. Those unable to attend the convention should submit their entry by mail to the APPL office no later than March 5, 2007.

FEDERAL UPDATES

Information on pending legislation important to APPL, its members, and agency partners may be found at [www.appl.org/News Events/Policy Legis. htm](http://www.appl.org/News_Events/Policy_Legis.htm).

The Internal Revenue Service has issued the 2007 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes. Beginning Jan. 1, 2007, the standard mileage rates for the use of a car (including vans, pickups or panel trucks) will be:

- 48.5 cents per mile for business miles driven;
- 20 cents per mile driven for medical or moving purposes; and
- 14 cents per mile driven in service to a charitable organization.

The primary reasons for the higher rates were higher prices for vehicles and fuel during the year ending in October. Learn more by visiting www.irs.gov.

MEMBER NEWS

On January 25–28, 2007, the Grand Canyon Historical Society, the Grand Canyon Association, the National Park Service and Xanterra will host the 2007 Grand Canyon History Symposium at the Shrine of the Ages on the South Rim. Speakers with widely varied

backgrounds will discuss aspects of Grand Canyon history from prehistoric times to the twentieth century.

Attendance at the symposium will be limited, and the symposium's sponsors encourage anyone interested in attending to register online at www.grandcanyonhistory.org/symposium.html.

Kathe Hayes, Volunteer Program Director of the San Juan Mountains Association (SJMA) was selected by Volunteers for Outdoor Colorado (www.voc.org) to receive the 2006 Colorado Land Stewardship Award.

This award is Colorado's most prestigious award for the active stewardship of Colorado's public and protected lands and is annually presented to an individual or group of individuals who have demonstrated a long-term and continued commitment to, and inspirational leadership, vision, or personal engagement in the hands-on preservation and enhancement of the mountains, plains, and rivers that make Colorado an unparalleled place to live and play. Visit www.sjma.org and learn more about SJMA's programs and projects.

Not unlike major natural disasters that have recently occurred around the world and in the United States, a similar and slow moving disaster has severely affected our good friends at Intermountain Natural History Association (INHA) / Dinosaur National Monument.

Since it was first built on unstable soils in 1958 the Quarry Visitors Center at Dinosaur NM has been tearing itself apart. Through the years the structural problems at the site have been addressed as would a terminal disease - with treatments to ease the pain. New structural monitoring led to a determination in July of this year that there are now no more effective treatments available and the building is dead which means it has been deemed unsafe for any administrative or visitor occupancy.

The consequence of this is, the primary resource (main Quarry Wall), for which Dinosaur NM was established, is no longer accessible or viewable to visitors. This has dramatically affected people's interest in coming to the site. While experiencing one of their better sales years, INHA was informed by the Superintendent, for safety concerns, that they would have to be out of their store within 24 hours, moving their 800 sq. ft. bookstore into a used county library bookmobile and a 10 x 10 foot canopy. The resulting drop in sales has been a catastrophic 75% at this location and a more than 50% overall drop in sales to the association in general.

The drop in sales has led to the immediate layoffs of all staff other than three people who now take care of all business operations and sales. They are comfortable with these changes through the winter months but know that they need to have a better retail environment in place by

this coming spring in order to try and boost revenue through their primary selling season. All interested parties are invited to make their voices heard where it makes a difference in helping to make the Quarry Wall accessible to visitors once again as soon as possible. Along with making the Quarry Wall accessible INHA needs a new long-term temporary store and they need all of our help to make this a reality.

A key vendor partner of APPL has created a matching fund offering to donate \$.50 for every dollar donated up to \$10,000. This donation offer is in effect through the end of this year. All APPL member organizations are invited to make donations directly to INHA. Lets work together to make this new temporary store a reality!

Western National Parks Association (WNPA) is pleased to announce the publication of *Geronimo: A Brief Biography*. This 48 page book provides a concise overview of Geronimo's life and includes period as well as contemporary photographs and illustrations that illuminate the information contained in the text. The volume also includes a list of resources for further exploration of the topics included in the book. Visit www.wnpa.org to learn more about this and other publications from WNPA.

Golden Gate National Parks Conservancy held the grand opening of its new Alcatraz store and revised audio tour on November 1st. The opening topped sales expectations, and visitors are responding enthusiastically to the tour. Participants at the APPL convention will have the opportunity to visit the site and see for themselves by registering for the pre-convention tour on March 18, 2007.

EVENTS AND OPPORTUNITIES

December 2006

Forging the National Imperative, Restore America's Estuaries (RAE) 3rd National Conference and Expo on Coastal and Estuarine Habitat Restoration, December 9-13, Hilton Riverside Hotel, New Orleans, LA. Visit www.estuaries.org/conference for more information.

The National Scenic Byways Program: A Celebration and Look Ahead, December 11, Washington DC. Sponsored by the Scenic Byways Coalition in cooperation with the America's Byways Resource Center. Visit www.funoutdoors.com for complete details.

January 2007

Natural Resources Communication Workshop, January 8-12. To apply or for more information, write or call: Dr.

Jon K. Hooper, Dept. Recreation and Parks Management, California State University, Chico, Chico, CA 95929-0560, 530-898-5811 or 898-6408, fax: 530-898-6557, e-mail: jhooper@csuchico.edu

National Retail Federation's Annual Convention, January 14-17, 2007, Jacob K. Javits Convention Center, New York, NY. Visit www.nrf.com for complete details.

Shop.org FirstLook, January 31-February 2, 2007, Gaylord Palms Resort, Orlando, FL. Program and registration information is available at www.shop.org.

February 2007

National Heritage Areas Annual Meeting & Congressional Reception, February 5-7, Washington, DC. Log onto www.nationalheritageareas.com for details.

Fundamentals of Environmental Education, February 5-April 20. To learn more, visit the course Web site: www.uwsp.edu/natres/rwilke/eetap/ or contact Angela Lemar (Angela.Lemar@uwsp.edu) for a registration form. Registration deadline is January 5, 2007.

Applied Environmental Education Program Evaluation, February 19 – May 4, 2007. To learn more, visit the course Web site: www.uwsp.edu/natres/rwilke/eetap/ or contact Angela Lemar (Angela.Lemar@uwsp.edu) for a registration form. Registration deadline is January 19, 2007.

March 2007

How to Write Engaging Interpretive Messages, March 17, Hyatt Regency Hotel, Sacramento, CA, 9 a.m. to 4 p.m. The fee for this one-day workshop is \$210. Additional information may be found at www.leftridge.com. Register by contacting: Alan Leftridge, PO Box 976, Swan Valley, Montana 59826, 406-754-2940, leftridge@blackfoot.net

New Frontiers, Next Stages~Sacramento 2007, APPL's Annual Convention & Trade Show, March 18-22, Sacramento, CA. Visit www.appl.org for details. Scholarships are available for APPL members.

National Forest Recreation Conference, March 12-16 Reno, NV. Visit www.nfra.org to learn more.

Interpreting World Heritage - Facing Changes and Challenges in Interpretation to Adapt and Grow, March 25-29, Vancouver, BC. Go to www.interpnet.com to learn more.

May 2007

2007 National Scenic Byways Conference, May 20-23, Baltimore, MD. For more information: www.bywaysonline.org.

June 2007

Alliance of National Heritage Areas International Heritage Development Conference – Your Passport to Crossing Boundaries in Heritage Development, June 18-21, Detroit, MI. Details are available at www.nationalheritageareas.com.

MARKETPLACE

Geographic Locations International (GLI) announces its Basecamp Expedition 2007. “We’ve been happily trekking at sea level for some time. Now we are preparing to take the summit and we invite you to climb with us - to the Sales Summit, that is,” says Betty Green Risser, owner and founder.

Since originating the concept of bench mark commemorative medallions in 1994, GLI has produced over 100 site-specific medallions fashioned after elevation bench marks of favorite summits and sites (www.mountainclimb.com). “We produce bench mark medallions representing important geographic sites for many of the largest national parks. But this is not something only the big parks can do. We pledge to make it easier for your association to make the summit,” Betty continues. “Start a plan for the summit and set up basecamp now. Identify the dominant geographic features of the public lands you support. Talk to DVNHA, ESIA, BHPF, DTNHA, EN, and others about their successes. Plan now to visit our Basecamp Expedition 2007 (Booth #434, 436, 438) in Sacramento.” In next month’s issue - *Routes to the Top*. Contact: geositu@aol.com.

As America celebrates the 400th anniversary of Jamestown, Gallopade International announces the addition of Jamestown, America's First Permanent English Settlement to its popular American Milestone series. The new *Jamestown Storybook* is another way for kids to read and learn about history in a fun way.

Did you know...Godspeed's Commander Bartholomew Gosnold, named Martha's Vineyard after his firstborn daughter? Learn this and more in *Jamestown Trivia! Flabbergasting Fact for Kids...and Adults*. High interest about this momentous occasion will make these books a great souvenir for young and old alike. Call Gallopade at 800-536-2438 or visit at www.gallopade.com for more information.

The University of California Press is pleased to announce the publication of *Fire in California's Ecosystems*. Fire is both an integral natural process in the California landscape and growing threat to its urban and suburban developments as they encroach on wildlands. Written by many of the foremost authorities on the subject, this comprehensive volume, an ideal text and authoritative reference tool, is the first to synthesize our knowledge of the science, ecology, and management of fire in CA. Part I introduces the basics of fire ecology. It includes an historical overview of fire, vegetation, and climate in CA; overviews of fire as a physical and ecological process; and reviews the interactions between fire and the physical, plant, and animal components of the environment. Part II explores the history and ecology of fire in each of CA's nine bioregions. Part III examines fire management in CA, including both Native American and post-European settlement; discusses current issues related to fire policy and management, including air quality, watershed management, invasive plant species, native species, and fuel management; and considers the future of fire management. Full information about the book is available online at: <http://go.ucpress.edu/SugiharaFire>.

POSITIONS AVAILABLE

Cradle of Forestry in America Interpretive Association (CFIA) is seeking an Executive Director. The position reports to the Chairman of the Board of Directors and is located in Brevard, NC. Salary and benefits are negotiable.

This position is responsible for all aspects of the business of the CFIA and CFIA programs including administration of 30 concessionaire U.S. Forest Service campgrounds and 70 sales outlets located in nine states, and cooperative management of the Cradle of Forestry in America Forest Discovery Center in Brevard, NC. These duties include but are not limited to being a spokesperson for the CFIA, fund raising, and working with the USDA Forest Service and other partners and potential partners to further the mission of the Association.

The primary duties and responsibilities are extensive. The Board is seeking an individual with the requisite knowledge and experience with these duties and responsibilities to enable that individual to build an organizational structure to perform these tasks. Contact Search Committee Chair Tucker Veach at 828-277-6001 for more information and a full position description.

The National Park Foundation has the following positions open. Reporting to the President and CEO, both the SVP Development and the SVP Grant Programs serve

as members of the senior leadership team and are directly involved in supervising the work of the Foundation and planning for its growth and development. Senior Vice President positions require no less than 10 years relevant professional experience, a significant portion at the senior level.

Senior Vice President, Development - The Foundation seeks a seasoned leader who can maximize this opportunity across several development channels including major donor cultivation, special events, direct mail, and corporate giving. Ideal candidate has demonstrated success in securing substantial gifts from individuals and foundations, experience in a leadership role with a national organization and in staff development at all levels. Familiarity working with local chapters and/or affiliates desired.

Senior Vice President, Grant Programs - As the nation prepares for the 100th anniversary of the National Park Service in 2016, the Foundation seeks a leader who will bring long-term vision, contemporary best practices, and relevant metrics to the design of new national-impact programs. This ground-up opportunity is perfect for a professional program officer with experience in national foundation grant-making and with a track record of creating innovative programs in areas including youth, education, and preservation. Ideal candidate is a critical thinker who can motivate and organize diverse groups of donors and grantees, from traditional and social philanthropists to private and public partners. Position is key liaison between Foundation donors, the National Park Service and the public.

Communications Associate - Work as a project leader on a team of communications professionals tasked with enhancing the Foundation brand and supporting the fundraising and grant-making objectives with regular targeted communications. Ideal candidate is self-motivated with an eagerness to work collaboratively in a team environment. Must thrive on variety and flexibility. Necessary skills include outstanding writing skills, ability to work on deadline, solid understanding of public relations and marketing, experience with partner or customer service. Knowledge of the web and experience with new media channels strongly preferred. Associate positions require a minimum of 5 years relevant experience.

All inquiries need to be received by the Foundation no later than **December 12th**. Please submit cover letter, résumé and three reference contacts to: Executive Office/Search, National Park Foundation, 11 Dupont Circle NW, Suite 600, Washington, D.C. 20036 or e-mail: executivesearch@nationalparks.org.

RESOURCES

For additional resources visit www.appl.org/Links/links.html. Suggest a resource by e-mailing appl@appl.org.

The Nonprofit Risk Management Center has published the second edition of: *Taking the High Road, A Guide to Effective and Legal Employment Practices for Nonprofits*, by Jennifer Chandler Hauge and Melanie L. Herman. Organized as a reference book, *Taking the High Road* addresses 11 areas of concern for nonprofit policies and procedures, summarizing and referencing the laws that apply to decision making. It also includes synopses of state-by-state laws pertaining to each chapter's topic.

The print version of *Taking the High Road* is sold with a companion online counterpart that provides live links to any item in the text identified by a computer mouse icon, making it simple to access the original law with the click of a button. The code to access the online version will be e-mailed upon purchase.

Taking the High Road, A Guide to Effective and Legal Employment Practices to Nonprofits, is available at <http://nonprofitrisk.org/pubs/highroad.htm>. Bulk discounts are available. Call Sheryl Augustine at 202-785-3891 for bulk pricing information.

The USA Leadership Corps recruits and trains highly-motivated business professionals in order to provide high-value, pro-bono consulting services to nonprofits.

It was created in recognition of a significant challenge of many small business and non-profit organizations: having limited time, resources, and/or expertise to address their various management issues. Visit www.usaleadershipcorps.org/index.html to learn more about their services and how your nonprofit can benefit from them.

The following resources are available from the National Retail Federation Foundation (www.nrf.com):

- Retail Skills Centers develop entry-level sales and service and retail management training. The Skills Centers offer employer-driven services and curriculum, integrate and demonstrate industry e-learning resources, provide technical assistance to new and existing Skills Center sites, host workshops for other sites, and provide leadership for existing and emerging sales and customer service training programs. Twenty centers are currently in operation – 12 of which were developed under a recent Department of Labor grant. An additional 14 centers have been proposed for future development. Skills Center activities include orientations, skill assessments, customized training for employers,

specialized classes focusing on sales and service in retail, job fairs, and recruitment events.

- The Retail Learning Leadership initiative has developed training and curriculum for entry-level sales, service and supervisory workers. The training is offered in an e-learning format and can be blended with other learning formats, such as coaching verifications and practice scenarios, for the industry. In addition, the partners created the “Go RETAIL!” Career Map, which graphically displays typical entry-level to senior-level positions for small, mid-size and large retailers.
- The “Go RETAIL!” DVD is a six-minute video featuring messages from major retail company CEOs and corporate employees designed to excite and inspire interest in long-term retail careers. The video is available for download at no cost at www.nrf.com/goretail.

According to the National Retail Federation’s inaugural Return Fraud Survey the most popular form of return fraud is the return of stolen merchandise, which 95.2 percent of retailers have experienced in the past year. Retailers say they have also been plagued by returns of merchandise that was originally purchased with fraudulent or counterfeit tender (69.1%) and returns using counterfeit receipts (52.4%).

Stores commonly find consumers attempting to return merchandise that has been used but is not defective. This practice has affected more than half of companies (56.0%) in the past year and can include returns of everything from special occasion dresses to laptop computers.

Return fraud has become so rampant in the industry that more than two-thirds of retailers (69.1%) said their companies’ return policies have been changed to specifically address the issue.

Retailers surveyed said that the amount of returns typically rises after the holiday season from an annual average of 7.3 percent to a post-holiday rate of 8.8 percent. Read the full report at www.nrf.com/download/NRFReturnFraudresearch.pdf.



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