



**Supporting Education
and
Stewardship**

**2401 Blueridge Avenue
Suite 303
Wheaton, MD 20902**

**Phone:
301 946
9475**

Fax 301 946 9478

News wire

APPL NEWS

The deadline to enter the 2012 APPL Media & Partnership Awards is October 28. Visit www.appl.org to find all the information you need to ensure your entry packet is ready for judging.

Here are a few good reasons why your organization should enter:

- **Impress your supervisors and colleagues:** Show them that your hard work is paying off and that it is getting noticed.
- **Inspire confidence in your work and your ideas:** Having a winning product or program may lead to bigger and better projects. It might even lead to new sources of funding.
- **Help your partners and collaborators gain recognition:** Knowing that their efforts will be recognized on a national level can help strengthen your partnership.
- **Impress your board:** Prove that your work is helping put your organization in the spotlight in a positive way.
- **Receive recognition from your peers:** Your winning product or program will be displayed at the 2012 APPL Partnership Convention and Trade Show and will be showcased in APPL's online winners' gallery. Press releases will also be sent to agency representatives and news outlets and you will also receive recognition stickers for your winning products for all your visitors to see!

The APPL Media & Partnership Awards are open to all 501(c)(3) nonprofit public lands partner organizations regardless of their membership in APPL. Enter today and receive the recognition that your products and programs deserve!

In addition, APPL members should watch their email for nomination forms for our Outstanding Vendor Award and Agency Partner of the Year Award which will be forwarded soon. Take this opportunity to formally recognize your agency partners and the vendors you work with by honoring them with an APPL Award.

Do you have questions about APPL's awards programs? Contact Nancy Kotz at nkotz@appl.org or 301-946-9475, ext. 224 for more information.

APPL's first Member Orientation webinar will be held at 2:00 pm EDT on Wednesday, October 12. While designed for new staff and board members this online orientation is open to anyone who would like to learn more about the programs, services, and member benefits that APPL offers. Invitations for the webinar will be appearing in your email soon. We hope you can join us to learn how your organization can make the most of your APPL membership.

APPL members – your 2012 membership renewal notice will be mailed this month. Renew your membership by January 2, 2012 to ensure your eligibility for the member registration rate for our 2012 Partnership Convention and Trade Show in Las Vegas.

APPL's Special Times in Special Places online auction opens for bidding October 17-28. Over 30 exciting vacation and gift packages will be up for bid at www.biddingforgood.com/appl (you can also use this link to start previewing items now). The auction promotes the quality interpretive programs and products of APPL members and vendor partners, showcasing the incredible diversity of the parks and public lands they serve. Proceeds from the auction will be used to enhance services to our members

News wire is a monthly publication dedicated to 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.

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.

Interact with APPL and continue the dialogue at:

Facebook

www.facebook.com/appl.fb

Twitter <http://twitter.com/goappl>

Use the tag #appls10

LinkedIn

www.linkedin.com/groups?gid=2474557&trk=myg_ugrp_ovr

Flickr

[www.flickr.com/photos/goapplblo](http://www.flickr.com/photos/goapplblog/)

g/
APPL Blog

www.goappl.wordpress.com

and their staff, which includes improved web and social media communications, discounts on consultations and educational services, and representation with public land agencies at the Washington level.

Package highlights include:

- The Ghosts of Giant Forest experience at Sequoia National Park with two nights lodging at Wuksachi Lodge, a one-day guided tour of Giant Forest with a Sequoia Field Institute Naturalist, and tickets to Crystal Cave and the Wolverton barbecue dinner and *Voices from the Past* living history program
- An adventurous and unique experience along the southern edge of the Great Smoky Mountains National Park which provides lodging and a wide variety of activities including a two-day Harley motorcycle rental with guided tour on the Trail of the Dragon, white water rafting excursion, steam locomotive ride, and guided hike plus several gift certificates
- A Yosemite camping experience for three nights in the coveted Tuolumne Meadows Campground, including a one-day guided tour with one of Yosemite Conservancy's top-notch program leaders (good for up to six people)
- A four day Yellowstone National Park Adventure for up to 12 people, with private guides for three days and lodging at the Yellowstone Overlook Field Campus
- Customized Zion National Park exploration that includes a guided hiking experience with a Zion Canyon Field Institute naturalist for up to 4 people and a one night stay at Zion Lodge, the only "in-park" lodge in Zion National Park
- Plus lots of great gift packages for all age groups with art, jewelry, books, pottery, outdoor gear, and gourmet goodies... perfect for the holiday gift-giving season.

If your organization or company wants to be included in this unique opportunity there's still time left to participate. Submit a donation form, downloadable from the APPL website, or contact Amy Matthews at amatthews@appl.org no later than October 11.

We encourage you to help spread the word about the online auction - the more people that know, the more people that will bid, and the more money we can raise to support APPL member programs. APPL will be emailing marketing information to members and vendors about the auction later this month that can be used to help spread the news about APPL's exciting online auction (information will also be posted on www.appl.org). You can help by:

- Including articles in your upcoming communications with members, staff, board, volunteers and partners,

- Sending out press releases to your media contacts about your organization's participation in the online auction and highlight your donation,
- Posting 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
- Forwarding weekly marketing emails from APPL to your network channels and even with your family and friends.

The success of our online auction depends on the support of our members and partners like you! If you have any questions or need additional information about the online auction please contact Amy Matthews at amatthews@appl.org or at 301-946-9475, ext. 222.

APPL's board of directors will meet with federal agency representatives at their Fall meeting in Washington, DC. National staff with partnership responsibilities have been invited to join the board in a forum on October 26 to discuss opportunities to build public/nonprofit partner capacity in addressing today's educational and resource challenges. The board's business meeting will take place on October 27 in Silver Spring, MD.

APPL staff are on the go, connecting with member organizations and agency partners. Last month APPL completed its consultation with Yellowstone Association, which resulted in a strategic framework for the association's work with its agency and park partners over the next three years. APPL's first Multi-Agency Partnership Academy, held in Protland, OR in September, involved 37 representatives from public lands agencies and 25 from nonprofit organizations in a learning exchange focused to strengthening understanding, collaboration, and sustainability of long-term partnerships. This month, APPL will participate in the Peaks, Plateaus, and Canyons Association meeting at the Grand Canyon and the USACE National Partnership Advisory Committee meeting at Philpott Lake in Bassett, VA. APPL will also be conducting a portion of the USFWS Friends Academy focused on board, membership, and volunteer development on October 19-20 at the National Conservation Training Center in Shepherdstown, WV.

Here is what APPL members have been discussing on our online Member Forum during September.

- Reasonable Net Profit from Sales
- App development
- Board Governance Committees

Subscribers to the APPL Member Forum may view the archives at <http://lists.appl.org/lists/arc/applnews>.

Not a subscriber? Contact Nancy Kotz at nkotz@appl.org or 301-946-9475, ext. 224 for details on how you can join the discussion.



Federal Employees can support APPL through a CFC pledge to #12051 this fall. Your contribution to the Combined Federal Campaign will help us strengthen public land partnerships by providing training and resources to the growing network of nonprofits working to build awareness and appreciation for America's treasured natural and cultural heritage. If you have questions about donating to APPL through the Combined Federal Campaign, contact your campaign coordinator or email amatthews@appl.org. Thank you!

Training News

Learn how the APPL Training Corps can assist your organization at www.appl.org.

The APPL Partnership Academy held September 13 through 15 in Portland, OR, proved to be a rousing success. Current and former APPL Training Corps members Carol Cole, Charley Money, Lisa Madsen, Laurel Rematore, and Rich Weideman, along with APPL Executive Director Donna Asbury, conducted the training, with over 60 agency and nonprofit staff from around the country attending the three day pilot program. Several topic areas were cited in the evaluations as especially beneficial - bridging agency and non-profit cultures, non-profit board governance, strategic thinking in tandem, and financial management and sustainability - with attendees offering testimonials as "Very informative. Great presenters who were extremely knowledgeable of the subject matter," and "Really enjoyed this session - very, very helpful!!!" Plus, there was plenty of time for networking and group work. We've had numerous requests to replicate the Academy, which we fully intend to do at a "to be determined" site and time. Stay tuned for more information.

Several members of the APPL Training Corps convened in Portland, OR on September 16 and 17 for a Train-the-Trainer program to learn the newest in training techniques and/or brush up on existing ones. Training Corps members Andra Adamson, Carol Cole, Charley Money, Lisa Madsen, Nicki Phelps, Laurel Rematore, and new Corps members Cherie Bardsley and Mary Wilson, along with APPL staff members Donna Asbury and Chuck Benjamin participated in the session. Donna Garnvik of Training for Excellence led the training and, from the feedback, the trainer and Corps were a perfect fit. Everyone departed on Saturday feeling

energized and ready to tackle their future trainings for APPL.

In addition to planning the programming for the 2012 convention, APPL has been quite busy recently, with the following projects:

1. Mesa Verde Museum Association (MVMA) Strategic Planning: APPL will begin the process later this month of facilitating the development of a planning process with key stakeholders. Through this process, APPL will work with MVMA to develop a document that summarizes why the Association exists, what it is trying to accomplish, and how it will go about doing so - with a focus on what the Association has determined are its most important decisions and actions over the next few years.
2. NPS NER NHAs: Work continues through next year on several initiatives with the National Park Service Northeast Region's National Heritage Areas, including a strategic plan for the NHAs in the region, management planning for the Baltimore NHA, and several workshops to build capacity of the NHAs in the region. The first workshop will be held on October 11 in Jim Thorpe, PA, facilitated by APPL consultant, Claudia Schechter, and APPL Education Coordinator, Chuck Benjamin that will center on the implementation of the NHA strategic plan.
3. Petersburg National Battlefield: APPL recently completed a report for the superintendent of Petersburg National Battlefield on the feasibility of forming friends groups to help contribute to fulfillment of the unit's mission, along with appropriate follow-up and recommendations.
4. Montgomery Parks: APPL continues to consult with the Montgomery County (MD) Parks Department to develop a model for a potential friends group. Collaborating with the Montgomery Parks Foundation, APPL is researching and recommending various models to develop a paradigm that's appropriate for both the parks department and the foundation.
5. Yellowstone Association Strategic Planning: APPL recently returned from Yellowstone National Park, working with the Yellowstone Association (YA) to facilitate a strategic planning process with its staff, board, key stakeholders and partners that will result in the development of a strategic plan to guide YA's operations for the next three to five years. The process was designed with a focus on the future, providing a framework for what the association does and helping to ensure its ability to successfully respond to change.
6. USFWS Friends Academy: APPL staff and member representatives are working with the US Fish and Wildlife Service to present training during its Friends

Academy in October of this year at the National Conservation Training Center in Shepherdstown, WV. For more information about APPL's training, consultations (including strategic planning), reviews, or organizational assessments, please contact our Education Coordinator, Chuck Benjamin, at cbenjamin@appl.org.

Bridge To Tomorrow News

If you have a young professional or college intern at your organization who is interested in career advancement, be sure they apply for the Bridge to Tomorrow (B2T) program. Now in its third year, the B2T program has brought many new faces to APPL's convention. This year, we are expanding the B2T to a year-long program with career support and B2T participants will be presenting their work at the convention. If you are interesting in supporting this program through donations or sponsorships, please contact Don Kim at dkim@appl.org.

To apply for the program, please visit www.bit.ly/2012B2TApplication and complete the online application form before December 2.

NEWSBITS

The final numbers are being tallied for participants and sites that took part in National Public Lands Day 2011. If you hosted a volunteer event but never registered, please email npld@neefusa.org so your participation can be included. Here are some highlights of NPLD 2011:

- Two signature events were held in DC and Atlanta.
- President Barack Obama officially declared September 24th as National Public Lands Day. In addition, NPLD received the most mayoral and gubernatorial proclamations in the program's history with 45 cities and 33 states formally acknowledging NPLD.
- The connection between our public lands and public health were seen through recreation and health events across the country, including a 5K race in Florida, geocaching treasure hunts in Pennsylvania, camping in Arizona and health screenings in Georgia.
- This year featured a large number of events by cities, towns and counties with more than 215 sites at locally managed public lands.

Submissions are now being solicited for the following for 2011:

- *Volunteers in Action* Photo Contest - www.publiclandsday.org/resources/contest/photo-contest.
- Volunteer of the Year Award - www.publiclandsday.org/resources/grants/volunteer-year-awards.

Jonathan Greenblatt has been named the new director of the White House Office of Social Innovation and Civic Participation. Mr. Greenblatt replaces Sonal Shah, who stepped down in August after heading the office since it was created in 2009.

The social-innovation office works closely with the Social Innovation Fund, a grants program of the Corporation for National and Community Service that seeks to help nonprofits expand effective programs.

It also houses the White House Council for Community Solutions, a panel of nonprofit leaders and others who are advising the federal government on ways to promote innovative social projects and get people more involved in civic affairs. Learn more about this White House initiative at www.whitehouse.gov/administration/eop/sicp.

Fourteen of Arizona's state parks scheduled for closure as a result of budget cuts remain open due to creative partnerships between nonprofits and local communities. Recognizing the scenic and cultural significance and economic impact of the parks, local groups have held various fundraisers to generate \$820,000 in funding for park operations, as well as providing staff to keep parks open. Learn more about the nonprofits leading this effort at

www.azcentral.com/business/articles/2011/09/10/20110910arizona-parks-rescued-communities.html.

The Not-for-Profit Advisory Committee, an advisory group to the Financial Accounting Standards Board (FASB), has recommended changes in accounting rules that would enable not-for-profit organizations to better report and explain their finances to donors and other interested parties. Key recommendations advanced by the FASB's Not-for Profit Advisory Committee (NAC) include:

- Revisiting current net asset classifications, and how they may be relabeled or redefined, in conjunction with improving how liquidity is portrayed in a not-for-profit's statement of financial position and related notes
- Improving the statements of activities and cash flows to more clearly communicate financial performance
- Creating a framework for not-for-profit directors and managers to provide commentary and analysis about the organization's financial health and operations, somewhat similar to the *Management Discussion and Analysis* provided by publicly traded companies in their annual reports, to help them bring context to their financial story
- Streamlining, where possible, existing not-for-profit-specific disclosure requirements to improve their relevance and clarity.

The recommendations will be submitted to the FASB chairman in a formal agenda request by the FASB staff. The FASB is expected to discuss the request at a public Board meeting later this fall.

More information about the Not-for-Profit Advisory Committee is available at www.fasb.org.

AGENCY NEWS

Bureau of Land Management

The 2011 *Partners in Conservation* Awards included four BLM-coordinated partnerships: the Gila Watershed Partnership of Arizona; New Mexico's Permian Basin Memorandum of Agreement Program; Oregon's Jefferson Conservation Corps; and the nationwide Project Archaeology program. These awards recognize partnerships that use innovation and collaboration to promote conservation, initiate large landscape projects, and protect natural and cultural resources through diverse stakeholder and youth engagement. A national panel assembled by the Department of the Interior selected the award winners from a large pool of nominees. Winners were chosen for their exceptional contributions to conservation and management of the public lands.

Profiles of the BLM's 2011 *Partners in Conservation* honorees may be found at www.blm.gov/wo/st/en/info/newsroom/2011/september/NR_09_21_2011.html.

National Park Service

Monique VanLandingham has been selected as the National Park Service's Servicewide Cooperating Association Program Coordinator – the position that was formerly held by Rose Fennell. Ms.

VanLandingham has a strong background working for both government and nonprofit organizations. She worked in legislative affairs for ten years first as a legislative aide in Congress and then as a legislative affairs specialist in National Park Service's Office of Legislative and Congressional Affairs. Over the last twelve years she has worked for nonprofit organizations, serving in a variety of positions including Director of Foundation Relations.

Monique will begin her duties on October 24. In the interim, Kris Nemeth, Chief of Interpretation at Glacier Bay and currently on detail in WASO, will be serving as Acting Cooperating Association Coordinator. Kris can be reached at 202-513-7143.

Roger G. Kennedy, former director of the National Park Service (NPS), passed away on September 30 at the age of 85. Kennedy served as director from 1993 to 1997. His background as a historian prompted him to

expand the Service's role in teaching about America's natural resources, history, and culture – an expansion brought about in part by Kennedy's insistence that the National Park Service reach out beyond the parks through the Internet.

In 2003, Kennedy spoke at the opening session of the APPL Partnership Convention and Trade Show in Albuquerque, NM on why national parks and public lands remind us of our own history and relationship to other species with which we co-inhabit the earth.

Learn more about Kennedy's life and work at www.rkennedy.net.

The North Country Trail Association (NCTA) was presented with the Midwest Region Partnership Award last month in the *Outstanding Friends Group Project or Event* category. The MWR Partnership Award Program was newly introduced in 2011. Diane Keith, regional partnerships coordinator, presented the award to a large and enthusiastic audience at the North Country Trail Association's Annual Conference in Dayton, OH.

Learn more about this award winning partner at <http://northcountrytrail.org/>.

Places such as Jamestown, Ellis Island, and Little Rock Central High School remind us that the American story reflects the contributions of many diverse peoples and the interaction and blending of cultures. The National Park Service's newest online travel itinerary, *Places Reflecting America's Diverse Cultures*, takes you to more than 150 sites which have played a role in the nation's development. The itinerary, loaded with maps, information, images, and essays from prominent historians, is available at

www.nps.gov/history/nr/travel/cultural_diversity.

Each site in the itinerary has a connection to the National Park Service. Some are national parks and others are part of national heritage areas or along national historic trails. Most are listed in the National Register of Historic Places, which the National Park Service expands and maintains.

The National Park Service's Heritage Education Services produced this itinerary in partnership with the National Conference of State Historic Preservation Officers. This itinerary is the 53rd in the online *Discover Our Shared Heritage* travel itinerary series. The series supports historic preservation, promotes public awareness of history, and encourages visits to historic places throughout the country.

Rick Obernesser has been named superintendent of Wrangell-St. Elias National Park and Preserve.

Obernesser comes to America's largest national park after three years in Washington D.C. where he served as deputy

chief of law enforcement and emergency services, and held temporary leadership positions in the Visitor and Resource Protection Division, including acting associate director.

U.S. Army Corps of Engineers

The Corps of Engineers has issued a Request for Nominations for their Excellence in Partnerships Awards. The deadline for nominations is November 15. This award recognizes an outstanding Partner for their contributions to the Recreation and Environmental Stewardship programs. Award recipients will be recognized in Las Vegas, NV, during the Association of Partners for Public Lands (APPL) annual conference, which will be held March 4-8. Nomination criteria and procedures may be found at <http://corpslakes.usace.army.mil/employees/cecwon/pdfs/suspense/11sep14-ExcellencePartnershipsNominations.pdf>.

Nominations should be forwarded to Heather Burke, National Partnership Program Manager-HQUSACE, heather.d.burke@usace.army.mil.

U.S. Fish and Wildlife Service

The National Wildlife Refuge Association is accepting nominations until November 15 for the 2012 Refuge Manager, Refuge System Employee, Volunteer and Friends Group of the Year. This annual awards program, sponsored by the National Wildlife Refuge Association and the National Fish and Wildlife Foundation, honors the dedicated people whose outstanding accomplishments are instrumental in strengthening our national wildlife refuges.

Your nominations are needed to make this happen! Take this opportunity to recognize an excellent Refuge Manager, Refuge System Employee, Volunteer or Friends Group. Results will be announced in March 2012.

To learn more about the awards program and to download the required nomination forms, please visit www.refugeassociation.org/new-events/callfornom2012.html or contact Debbie Harwood at dharwood@refugeassociation.org or 202-292-2450.

CNN has created a video addressing the impacts of budget cuts on the Refuge System and what Friends are doing to raise revenue. To view the video, go to www.facebook.com/RefugeAssociation.

CONVENTION NEWS

Winning Hands for Public Lands - 2012 APPL Partnership Convention & Trade Show, March 4-8, Hilton Hotel, Las Vegas, NV. Visit www.appl.org for details.

The Greater Las Vegas public lands community has been extremely helpful with the 2012 APPL Partnership Convention, *Winning Hands for Public Lands*. With excellent agency representation, beautiful surrounding lands, a public lands institute, and more, Las Vegas is shaping up to be the perfect choice for the convention. Look for sessions on everything from technology toolkits to bridging nonprofit and agency cultures to diversifying revenue streams to retooling your merchandising mix are currently at the March event. Add keynoters Andy Goodman (“Storytelling as Best Practice”), Marie Miyashiro (“The Empathy Factor”), Juan Martinez (his personal, incredibly inspiring story), and Sharon Schafer (sharing her incredible artwork of Southern Nevada’s lands), and you’ve got the makings of a really fabulous convention! For more information on the convention programming to date, please contact our Education Coordinator, Chuck Benjamin at cbenjamin@appl.org.

Only 47 booths remain for the 2012 Trade Show – so don’t delay, register today and secure your space. Exhibitor registration is now open to the general public and booths are expected to sell out quickly. Visit www.appl.org to learn more about our trade show and how to register online (click on the *Exhibitor* tab from the 2012 convention web page). In addition, you can view a list of registered exhibitors and the exhibit hall floor plan that shows available booths. If you have any questions contact our Trade Show Coordinator, Amy Norris, at Norris@acmeetingevents.com or at 703-433-5887 (EDT).

Neon signs have been lighting up Vegas since 1932 when the first was erected at the Apache Hotel. So it should be no surprise that Las Vegas is home to the Neon Museum. In partnership with the City of Las Vegas the Museum works to install restored signs from its collection along the Las Vegas Boulevard. In 2009, the stretch of Las Vegas Boulevard between Sahara Avenue and Washington Avenue was designated a National Scenic Byway, one of only three urban Byways in the country. The Museum’s Fremont Street Gallery showcases nine refurbished signs that can be visited on a self-guided walking tour 24 hours a day, 7 days a week in their outdoor downtown “gallery”. The gallery begins in front of the Neonopolis at Las Vegas Boulevard near the Hacienda Horse and Rider and includes the original Aladdin’s Lamp. The gallery extends to the 3rd Street cul-

de-sac adjacent to The Fremont Street Experience canopy and includes The Flame Restaurant, Chief Court Motel, Andy Anderson, The Red Barn, Wedding Information, Nevada Motel, and Dots Flowers. For more information on the Neon Museum and the Fremont Street Gallery visit www.neonmuseum.org.

FEDERAL UPDATES

The Internal Revenue Service has published guidance on cell phone regulation of nonprofit and other employers. Specifically, the IRS is acting to implement a provision of the Small Business Jobs Act of 2010 that repealed a requirement from 1989 that employers and employees keep a record of personal and business use of mobile communications devices provided by the employer. The new notice makes clear that the paperwork is no longer necessary and that work-related mobile devices are not treated as an employee fringe benefit. Visit www.irs.gov/newsroom/article/0,,id=245741,00.html for more details.

MEMBER NEWS

The Conservancy for Cuyahoga Valley National Park is featured in an article in the current issue of *Museums & More* magazine. Read it online at <http://museumsandmore.com/index.php/magazine/article/cuyahoga-valley-national-park>.

Eastern National is now accepting submissions from NPS employees and volunteers for images for the collectible Passport To Your National Parks® stamp series. Submissions of images of national parks with special events or anniversary celebrations during 2012 are encouraged. Submissions must be received by October 17th. Visit www.pr.com/press-release/350912 for details on how to enter.

Eastern National has a new publication to coincide with the unveiling of Martin Luther King, Jr. Memorial and new products to commemorate the dedication of the Flight 93 National Memorial (NM) in Shanksville, PA:

- The *Guidebook to African American History in the National Parks* chronicles the legacy of African Americans from slavery to civil rights.
- Limited edition commemorative items have been developed for the Flight 93 NM. Items include a collector's coin, double struck with the Flight 93 logo on one side and an artist's rendition of the memorial on the reverse side. There will also be a lapel pin and embroidered patch available with the Flight 93 logo.

Additionally, there will be a postcard with an artist's rendition of the memorial available.

Visit www.EasternNational.org for more information on these products.

Curt Buchholtz has retired from his position as Executive Director at the Rocky Mountain Nature Association (RMNA). His last day at the nature association was September 30. Dave Mohr, who served as general manager from 2002 to 2008, will take over on an interim basis while a search committee hires a new executive director. RMNA expects to choose their new leader in 2012.

Curt served two terms on APPL's board of directors and was a member of both the Education committee and the Next Generation committee. He is a founding member of the APPL Training Corps and plans to continue on the Corps in his retirement.

For the third year in a row, the "Rosie's Girls" program has served two dozen middle school girls in the Richmond, CA, home of Rosie the Riveter/WWII Home Front National Historical Park. The program introduces young women to trades such as carpentry and welding.

Aside from acquiring skills in nontraditional careers, the program also helps girls build self confidence by promoting the themes of female empowerment and equal opportunity that this national park embodies.

Rosie's Girls is a partnership between the YMCA of the East Bay, the National Park Service, the **Rosie the Riveter Trust**, and the West Contra Costa Unified School District, and is licensed by Vermont Works for Women.

The girls receive orientation to the park's historic sites and also take field trips to other Bay Area national parks throughout the summer. Rangers curate a series of lunchtime talks by "She-roses," or local female heroes, who are working in a range of jobs the girls may have never considered for themselves.

Other activities included an afternoon sailing on San Francisco Bay, hosted by San Francisco Maritime National Historical Park, and a trip to the Golden Gate National Recreation Area to meet park policewomen and their police horses at the Presidio cavalry stables.

A new addition to the camp itinerary in 2011 was a fantastic trip to Yosemite National Park at the end of the session. The Yosemite trip was made possible by a full scholarship from the Yosemite Institute for each girl and member of the program staff.

Many of the girls had never spent time in the woods before. Community partners, energized from an exciting summer, are already brainstorming new activities and doing outreach for the 2012 program.

VENDOR SUPPORT NEWS

Since 1998 for profit vendors who work with the nonprofit public lands community have donated thousands of dollars to the APPL Vendor Support Program (VSP) to help assure that APPL remains a vital organization, enhancing the public service mission of our members and their agency partners. Donations facilitate training and networking opportunities for our members to strengthen their efforts in building public appreciation and support for America's treasured spaces and places.

We'd like to take this opportunity to thank our 2012 VSP donors. Find a list of them at www.appl.org/i4a/pages/index.cfm?pageid=3312.

Is your company missing from this list? Learn how you can donate to VSP by contacting Nancy Kotz at nkotz@appl.or or 301-946-9475, ext. 224.

FUNDING OPPORTUNITIES

The Preservation Technology and Training Grants Program provides support for innovative projects that advance science and technology for historic preservation. Examples of projects eligible for support include laboratory or field research that explores or assesses novel or adaptive methods; training activities, including workshops, and course or curriculum development that promote the use of new or adaptive technologies; documentation using new methods; manuscript or website development that disseminates innovative preservation technologies; and meetings that convene experts to discuss the use of technologies to address preservation problems. The application deadline is October 17. Visit <http://ncptt.nps.gov/grants/call-for-proposals/> to view the call for proposals.

The Conservation Alliance is a group of outdoor businesses whose collective contributions support grassroots citizen-action groups and their efforts to protect wild and natural areas in North America where outdoor enthusiasts spend their time. Funded programs should focus primarily on direct action to protect specific threatened wild places and waterways. The Alliance is not looking for mainstream education or scientific research projects, but rather for active campaigns. Grants of up to \$35,000 are provided. Before applying for funding, an organization must first be nominated by one of the Alliance's member companies. The upcoming nomination deadline is November 1. The Alliance will send each nominated organization a request for proposal, including instructions on submitting a full request, which is due December 10. Grant criteria and

application guidelines are available at www.conservationalliance.com/grants/how_to_apply.

Through Outdoor Nation, the Outdoor Foundation and its partners provide seed grants to young leaders as well as organizations that are working to get youth outside. From starting an outdoor club, to organizing a service project, to filming an outdoor documentary, Outdoor Nation is investing in the most innovative, youth-inspired ideas that make a lasting difference.

For more information on current grant programs visit www.outdoornation.org/grants.

The National Fish and Wildlife Foundation and Budweiser are accepting nominations for the 2012 Budweiser Conservationist of the Year Award. The award recognizes individuals who have made significant volunteer contributions to the outdoors and conservation.

The Budweiser Conservationist of the Year selects a conservation organization to receive a \$50,000 grant from Budweiser and the foundation. The three runners up each direct a \$5,000 grant to a conservation organization of their choice.

To be eligible, the accomplishments for which the individual is nominated must be voluntary in nature.

Complete program information and the application form, as well as information on previous awardees may be found at

www.nfwf.org/AM/Template.cfm?Section=charter_programs_list&TEMPLATE=/CM/HTMLDisplay.cfm&CONTENTID=21591.

EVENTS AND OPPORTUNITIES

November 2011

National Recreation and Parks Association National Conference, November 1-3, Atlanta, GA. Visit www.nrpa.org to learn more.

National Forest Recreation Association Conference, November 2-4, Scottsdale AZ. Details are available at www.nfra.org.

Association of Outdoor Recreation and Education Conference, November 3-5, San Antonio, TX. Log onto www.aore.org for more information.

PUBWEST 2011, November 3-5, Green Valley Ranch Resort, NV. Details are available at www.pubwest.org/index.php?page_id=222.

National Association for Interpretation National Workshop, November 8-12, St. Paul, MN. Visit www.interpnet.com for more information.

December 2011

Travel Industry Marketing and Management Conference, December 5-8, Reno, NV. Visit www.americaoutdoors.org for details.

January 2012

America's Summit on National Parks, January 24-26, Washington, D.C. For Summit information, check in at www.funoutdoors.com/parksummit.

February 2012

Peaks, Plateaus and Canyons Association Winter Meeting, February 15-17, La Posada, Winslow, AZ. Learn more about PPCA at www.ppcaweb.org.

March 2012

Winning Hands for Public Lands - 2012 APPL Partnership Convention & Trade Show, March 4-8, Hilton Hotel, Las Vegas, NV. Details are available at www.appl.org/i4a/pages/index.cfm?pageID=3405.

March 2013

2013 APPL Partnership Convention & Trade Show, March 10-14, DoubleTree Hotel, Portland, OR. Details coming soon to www.appl.org.

MARKETPLACE

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

Fulcrum Publishing has released two books in its new young adult series, Conservation Adventurers. Each book is written for readers in grades 4 to 8 and is a paperback of 72 pages.

Parks for the People by Julie Dunlap is a fun and engaging account that showcases the works of the first landscape architect in the United States, Frederick Law Olmsted. Growing up on a Connecticut farm in the 1800s, Frederick Olmsted loved roaming the outdoors. A contest to design the nation's first city park opened new doors for Olmsted when his winning design became New York's Central Park, just one of Olmsted's ideas that changed our nation's cities. Award-winning author Julie Dunlap brings Olmsted to life in this biography that features resource and activity sections, a time line, and a bibliography, as well as black-and-white historical photographs.

Things Natural, Wild, and Free by Marybeth Lorbiecki is a biography, in story form, that follows the life of one of

the most well known conservationists in American history. As a child, Aldo Leopold was always looking for adventure as he wandered over the bluffs along the Mississippi with his dog, Spud. Leopold became a forester, wildlife scientist, author and one of the most important conservationists in history. *Things Natural, Wild, and Free* features resource and activity sections, a time line, a bibliography, and historic black-and-white photographs.

Additional information is available from Ingrid Estell at 406-542-6243 or ingrid@fulcrumbooks.com. All Fulcrum's titles are also listed at www.fulcrumbooks.com.

Allstar Wholesale, the consumer products division of Lord's International is pleased to announce the availability of a comprehensive line conventional and "Green" rechargeable batteries and chargers; iPhone™, iPod™, iPad™, computer, and electronics chargers and accessories; memory cards, cables, and everything needed to keep customers powered and wired. Shops can now offer a comprehensive array of batteries and accessories to meet any power and connectivity need and in keeping with Allstar Wholesale's commitment to support a greener world, a full line of green and rechargeable products are available at the lowest prices on the market. Additional information is available at 800-2CAMERA (222-6372) or www.allstar-wholesale.com.

Rosen Publishing is pleased to announce that six titles in the series Animals Underground are now available. Many of Earth's most captivating animals make their homes below the soil. These easy-to-read books for ages 5 – 8 introduce early readers to some of these diggers and burrowers. The roster includes animals that spend most of their lives underground, such as the tunneling and fascinating mole. It also covers foxes and badgers, which retire to dark deep dens after hours of aboveground activity. Each volume features a useful photograph glossary.

- Armadillos
- Badgers
- Chipmunks
- Foxes
- Moles
- Mongooses

To reserve your review copies or for additional information, please contact Tricia Bauer triciab@rosenpub.com or Kelly Gorra KellyG@rosenpub.com.

POSITIONS AVAILABLE

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

Grand Canyon Association seeks a highly motivated individual to serve as Controller in their Accounting department, located at the South Rim of Grand Canyon National Park. Details regarding the position and instructions on how to apply may be found at www.grandcanyon.org/aboutus_employment.asp.

Cradle of Forestry in America Interpretive Association is seeking an Executive Director. A complete job description and information on how to apply is available at www.execsearches.com/non-profit-jobs/jobdetail.asp?job_id=22860.

Golden Gate National Parks Conservancy has an opening for a Projects Assistant. Details are available at www.parksconservancy.org/about/employment/Project-Assistant.html. Applications are due by October 3.

The Appalachian Trail Museum (ATM) in Gardners, PA is seeking a Volunteer Manager. The primary responsibilities of the Volunteer Manager are to recruit, motivate and train volunteers and schedule volunteer docents whenever the Museum is open. The manager also supervises other volunteers, is the local representative of the Museum, maintains visitation and other records, and other tasks as agreed upon.

The manager is the Museum's only staff person. The Museum is looking for someone who seeks a leadership role and may be interested in growing with the institution.

The Museum is in its second year and continues to grow and mature. The Museum is in the process of expanding the exhibit area from one to three floors. The manager will be one of the people involved in planning for handling the expanded area.

The Museum is open daily from noon to 4 p.m. from Memorial Day to Labor Day and on Saturdays and Sundays in the spring and fall.

The main responsibilities of the manager are during the operating season. However, planning, recruiting and training take place year round. The manager will need to maintain contacts with community groups and contact persons and maintain visibility for the Museum.

Other responsibilities depend on the experience and interests of the candidate. These could include: building operations, the museum collection, fundraising, the museum store, programs and outreach to schools.

After a review of the current job description the responsibilities may be divided between one or more part-time staff or volunteers.

To apply for the position, please submit a cover letter and resume to info@atmuseum.org. For additional information, please contact Larry Luxenberg at 845-708-5306.

The Outdoor Foundation is seeking a Marketing and Communications Director. Applications must be submitted no later than November 1. Details regarding this position may be found at <http://careers.outdoorindustry.org/jobs#/detail/4515039>.

RESOURCES

Suggest a resource by e-mailing appl@appl.org.

Need to write a technology plan for your nonprofit – one that is ready for board and funder review? Can't find the time to make it happen? Not sure how to proceed? Idealware's course entitled *A Toolkit for Prioritizing Your Technology Needs* can help you get it done in just six weeks while learning and working with others addressing the same concerns. Details are available at https://salsa.democracynaction.org/o/957/p/salsa/event/common/public/?event_KEY=70312. The course is offered on Wednesdays at 12:00 pm ET, October 5 - November 9 in partnership with the South Carolina Association of Nonprofits.

Big Dog Innovations has released a whitepaper titled *Strategic Social Media Marketing for Non-Profits*. To download this resource visit <http://bigdoginnovations.com/wp-content/uploads/2011/05/Strategic-Social-Media-Marketing-for-Non-Profits-Whitepaper.pdf>.

Idealware has released an updated version of its *Consumers Guide to Low-Cost Donor Management Systems*. The guide, which is free, includes overviews of 29 different fund-raising systems that cost \$4,000 or less in the first year, and provides detailed reviews for 10 of them. To download the report, go to www.idealware.org.

Nearly 63 million Americans, slightly more than a quarter of the population, volunteered for nonprofits last year, providing services valued at nearly \$173 billion. People in their 30's and early to mid-40's, often called Generation X, had the highest volunteer rate at 29%. The Corporation for National and Community Service has posted downloadable data on volunteerism at www.volunteeringinamerica.gov.