

TAKE PRIDE[®] IN AMERICA



It's Your Land, Lend A Hand

A MESSAGE FROM OUR EXECUTIVE DIRECTOR, MARTI ALLBRIGHT

October is our Take Pride planning month, and we are looking for your ideas and suggestions. While we have some exciting events we are working on for October, much of our focus during the month will be reviewing all the things we did well during the past year, the things we want to improve, and focusing attention on new projects and ideas we want to launch during the coming twelve months. We are working with state, local, federal and business partners on ideas for hurricane clean-ups in Florida, a Take Pride in America Schools program and regional tours. Please let us know how we can be more successful in working with you. Give us your ideas for new projects and events. This isn't a partnership unless we work to improve Take Pride together! I am looking forward to hearing from you.

TAKE PRIDE IN AMERICA'S 2004 NATIONAL AWARD WINNERS HONORED IN WASHINGTON, D.C.

Hats off to this year's recipients of the national Take Pride in America awards, individuals and groups from across the country honored for their outstanding contributions to our public lands. Honorees, from 12 categories, were feted at an awards ceremony Tuesday, September 21 on the rooftop of the Main Interior Building in Washington, D.C. Under warm sunshine and a clear blue sky Interior Secretary Gale Norton; Desiree Sayle, director, USA Freedom Corps; and Marti Allbright, executive director, Take Pride in America commended volunteers. Clint Eastwood, spokesman for Take Pride, sent his well

wishes via a taped message played at the event.

"You have put muscle into emotion: You have put your hands where your hearts are. You have taken your pride and produced reasons for all of us to be proud," Norton told the award winners. "By doing so, you have transformed the nation's public lands. You have made them prouder places, one spot, one acre at a time. Your hands have cleared coastlines and lake shores, restored ponds and created trails, protected turtle nests and promoted butterfly awareness."

"These award winners were carefully selected by a panel of judges from the many, many fine nominations submitted," said Allbright. "There were no undeserving nominees, making the choice of only the best of the best to receive these awards a true challenge."

Charter Partner

The outstanding charter partner award is presented to the organization or company that far exceeds what is expected of a program supporter. Since Take Pride's rebirth in April 2003, **The Walt Disney Company's** contribution to the program has been exceptional. Two of its many contributions this year include arranging for ABC television talent to record two separate public service announcements on Take Pride in America and including a Take Pride in America promotional flyer in *Brother Bear* DVDs and video packaging.

Corporate

Since 1999, **Toyota Motor Sales USA** has been the national corporate sponsor for National Public Lands Day. Last year,

nearly 2,200 Toyota personnel volunteered 7,644 hours of their time under the banner of "Helping Hands for America's Lands" at 26 locations in 14 states, Puerto Rico and the District of Columbia. Toyota volunteers removed illegal fire rings; created habitats for an endangered California shorebird, the least tern; built boardwalks; constructed bridges; erected fences; and removed exotic plants to make way for native ones. In addition, Toyota donated supplies and funds; and in one case, an entire truck.

Faith Based

Four times a year for the past eight years, the **Church of Jesus Christ of Latter-day Saints** has gathered volunteers, many of them youths, and brought them to Wahiawa Freshwater State Recreation Area in Hawaii. The volunteers join together to do cleanup and park maintenance work. In some years the 150-plus youth who participate have gathered as much as 67 bags of trash. Their efforts to partner with and aid the State of Hawaii, the Department of Land and Natural Resources, and Division of State Parks to improve this community resource allow the park to remain open all week long.

Federal Volunteer Program

Since 1989, the **Trash Tracker Program of Glen Canyon National Recreation Area** has devoted itself to keeping the shores of Lake Powell, located near Page, Arizona, debris-free. The park has no trouble finding volunteers and most years has more volunteers than necessary. In 2003 the volunteers spent four to seven days picking up trash and cleaning 461 miles of shoreline on Lake Powell, making the area safer and more beautiful for the nearly 2 million boaters who come each year. In 2,876 hours, 81 volunteers gathered 58,724 pounds of trash. Closely partnered with Trash Tracker are the National Park Service

and Lake Powell Resorts and Marinas (ARAMARK). ARAMARK has donated a houseboat, another small boat, a paid captain, and a barge for cleanup activities. Trash Tracker has also inspired the creation of another similar program called Graffiti Removal and Intervention Team.

The **Tumacacori National Historical Park's Volunteers in the Park** program, in southern Arizona, includes local community members and retirees, each donating an average of 200 hours of service. These VIPs made an effort to aid park staff in every aspect of park work and management. They staff visitor centers, walk the grounds, educate visitors, hold interpretive programs, translate old Spanish mission documents into English and perform upkeep work on the Spanish-colonial garden.

The **BLM Roseburg District Volunteer Program** exemplifies what partnerships can do to improve public lands. With 62 partner groups and organizations – including the Boy Scouts of America – donating labor, equipment, supplies and food, it was awarded the SOLV Cup for "Best Partnership Development" by Oregon Gov. John Kitzhaber. This year, 1,268 volunteers donated 57,709 hours of their time toward projects such as the Island Creek Weed Control Project and the Lone Pine Campground Enhancement Project. The volunteers cleaned 318 miles of stream bank, repaired small landslides, planted vegetation, performed erosion control, maintained trails, and installed signs and benches.

Individual

Neil Flanagan, 18, a native of the District of Columbia, created an accessible trail guide for the blind and visually impaired. The work, completed for his Eagle Scout project, increased accessibility along the pre-

existing 1,000-foot Edge of the Woods Trail at the Rock Creek Park Nature Center and D.C. Planetarium, providing 14 interpretive stops. Flanagan collaborated with advocacy groups for the visually impaired, Rock Creek Park personnel and other members of his scout troop to create the first National Capital Area Park with a trail for the blind. He also received the National Park Service's George B. Hertzog Jr. Award for Outstanding Volunteer Service this summer.

Irene DeLaby has contributed thousands of hours of her free time to the Florida Park Service. While working with citizen support groups, DeLaby has secured funding for volunteer activities in the parks. Yet aside from her travel costs she is not reimbursed for her own expenses. In 2003, by writing to newspapers and magazines, giving speeches, publishing the *FPS Volunteer Viewpoint*, training other coordinators and serving on various committees, she helped encourage nearly 7,000 volunteers to give more than 900,000 hours of time to Florida's national parks. DeLaby alone has given 25,000 hours of time. To recognize her contributions, the Florida Park Service named an award after her.

Local Government

The **Annual Presque Isle Spring Cleanup**, in Erie, Pa., is an event famous for bringing the surrounding community together. Some 850 volunteers participated in the 47th annual event, cleaning the beach and surrounding trails. In partnership with local businesses and several environmental groups – including the Pennsylvania Department of Conservation and Natural Resources, and the Erie County United Way Day of Caring – the event has helped general maintenance staff make the 3,200-acre Lake Erie beachfront ready for summer visitors.

The 200 volunteers of Bountiful City Pond, located in **Bountiful City, Utah**, dedicated 760 hours of their time to help turn an old pond, once known as “the pond out by the dump,” into a beautiful recreation area. The group partnered with local church youth groups to find volunteers to turn the eroded, muddy, polluted area into something beautiful. Also lending a hand was the Utah Division of Wildlife Resources, which supplied trees and grasses for the group to plant along the pond's bank to prevent erosion. They also donated ramps and docks for boat access, tables for visitors and fish to stock the pond.

Nonprofit

The **Friends of Lake Louisa**, based in Clermont, Fla., have made it their mission to provide Lake Louisa State Park with top quality facilities and interpretive resources and to promote public awareness about the park. Fourteen volunteers spent 2,500 hours creating “interpretive focal points of the park.” Some of those features include a native butterfly garden, nature trail and projects involved with Sandhill restoration.

The **Coastal Wildlife Club Inc.**, which focuses its efforts around Stump Beach State Park in Englewood, Fla., has donated 1,344 hours of time to the protection of endangered and threatened turtle nests during the months of May through October. This year six volunteers monitored turtle nests, netted them off from human and animal intrusion, relocated flood-threatened nests, and documented turtle activities. They also lobbied for the adoption of a local ordinance that states beach lights much be shaded to prevent the light from confusing hatchlings.

The **Illinois Natural Area Guardians** is a nonprofit organization that has donated 5,200 hours of time from 550 volunteers and professionals for the maintenance of Illinois

natural heritage. Working in eight different sites throughout northwestern Illinois, the group is responsible for the protection of 1,027 acres and focuses on such conservation efforts as habitat restoration, species management, endangered and threatened species monitoring, trail maintenance, fencing, public education outreach, research station construction and recovery projects. The group has secured more than \$140,000 in grants and \$35,000 in donations to further their work.

For the past 32 years the **Pacific Northwest Four Wheel Drive Association** has been active in removing trash from the Washington State coastline. This year, 940 volunteers donated 6,534 hours of time along a 28-mile stretch of coast near Auburn, Wash. Volunteers joined with Washington State Parks and Recreation and the Washington Department of Ecology, local merchants and county landfills to make the project successful. The trash and debris they collected was sent to the Ocean Conservancy for analysis.

Public/Private Partnership

For their 20th Anniversary Project Season, **Volunteers for Outdoor Colorado** planned and conducted its largest project season ever. Making use of 31,626 hours of volunteer time with 2,915 volunteers, the VOC provided for 4,518 volunteer days with projects valued at \$1.5 million. Some highlights from their 2003 celebration year include planting 5,000 trees and shrubs at the Coal Seam Fire burn area, creating and sustaining 10.2 miles of trail, removing invasive plant species and beautifying the grounds of Gilpin Elementary School. The sites they worked on throughout Colorado will remain popular recreation sites for years to come. Organizations assisting the VOC this year include Anschutz Family Foundation, Lockheed Martin, the National Forest Foundation, National Geographic,

REI, Shell Oil, Starbucks and Trout Unlimited.

In 1994, the **Slippery Rock Watershed Coalition**, a public-private partnership of agencies, small businesses, academic institutions, local industries and community members, formed and dedicated itself to the task of restoring the headwaters of Slippery Rock Creek, located in Slippery Rock, Pa. Their 15 treatment systems handled 750 million gallons of mine drainage in 2004. Several goals of the Coalition include turning the headwaters into a viable fishery, developing new land-reclamation and treatment systems, educating the public on abandoned mine restoration and validating the benefits public-private partnerships. The 500 volunteers who contributed 2,000 hours of time in 2003 are affiliated with more than 63 public and private partners.

School

The **Ainsworth Nebraska Community School** has, for the past six years, helped maintain a 153-acre tract of the Long Pine State Recreation Area. Begun as a way to create an interdisciplinary learning project for sixth through eighth grade students, this year the project had 110 volunteers give 675 hours of their time to clear paths, fill erosion ditches, move and convert fallen trees into woodchips for use on trails, and paint signs. Partnered with Nebraska Game and Parks Commission and drawing support from the Nature Conservancy, the school children have both learned stewardship and provided visitors with something beautiful in their community.

State

Take Pride in Utah has existed since the inception of the first Take Pride in America program in the late 1980s. In the past year some 8,880 volunteers gave 4,640 hours of their time in projects located throughout

Utah. Volunteers conducted habitat restoration, interpretive initiatives and other volunteer activities at sites such as Cottonwood Creek, Lower Bear River, Pineview Reservoir, Millcreek, Virgin River, Deer Creek Reservoir, East Canyon Creek, Beaver River, Little Bear River, Upper Sevier River and Jordan River. Take Pride in Utah has also lent its hands to Utah Governor Olene Walker's Watershed Initiative. The program works with a small budget and the help of federal agency personnel.

Youth

In 2003 the **Southeastern Natural Sciences Academy** founded its third youth science club. The club, dubbed "Creek Freaks," is a program that allows kindergarten through 12th graders to participate in public outreach, perform research in an actual setting, learn about ecology and help restore stream ecosystems. Founded by nine students and three volunteers who gave 411 hours of their time in 2003, it has partnered with the Georgia Adopt-a-Stream Program. Some 8,000 students have now been able to participate in the club, and to perform water testing and watershed analysis, producing data that can then be given to the Georgia Adopt-a-Stream Program. In addition, the 1,150-acre Phinizy Swamp Nature Park was established, restored and maintained by the Academy as a launch pad for its programs.

For the past 12 years, **Boy Scout Troop 46** has maintained segments of trail throughout Douglas County, Ore. In 2003, 30 volunteers, most of them scouts, donated 640 hours to the cause of habitat restoration, and historic and cultural preservation. Activities undertaken, have included posting signs, installing benches, trail brushing, repairing landslides, planting, fencing, mulching and distributing fire rings. The troop's major partner is BLM, which

provides materials and technical insight, along with the Forest Service and the County Parks Department.

Federal Land Managers

Under the direction of **Brad Knudsen**, refuge manager, Patuxent Research Refuge, U.S. Fish and Wildlife Service, the refuge hosts the most successful volunteer program in the U.S. Fish and Wildlife Service's Northeast Region. Last year 357 volunteers donated more than 34,000 hours in almost every aspect of the refuge operation. One of the most unique aspects of Patuxent's volunteer program is its agreement with the Meade Natural Heritage Association. MNHA helps the refuge manage one of the largest federal public-use hunting programs in the Service, both in season length and in number of hunters. Without Knudsen's leadership and the support of the MNHA, the Service could lose this successful recreational activity.

William Martin, outdoor recreation planner, Lower Colorado Regional Office, Bureau of Reclamation, works with numerous contacts throughout the Lower Colorado Region to share ideas and information on how to better involve the public in stewardship of public lands. He has formed robust partnerships with more than 35 entities, including federal, state and local government, and private-sector groups. Specific examples include his work with the Lake Havasu Fisheries Partnership to improve recreational fishing access at the lake; participation in the River Mountains Partnership on trail development; and collaboration with the cities of Henderson and Bullhead, Nev., and Clark County parks to improve recreational use and management of Reclamation lands.

Lou Ann Jacobson, manager, Canyon of the Ancients National Monument and Anasazi Heritage Center, Bureau of Land

Management, consistently involves volunteers in all operations of the Canyon of the Ancients National Monument and the Anasazi Heritage Center. The teamwork of volunteers, interns and staff provides seven-day-a-week support to the federal site. For example, in fiscal year 2003, they collectively greeted 25,850 visitors, cataloged 68,750 artifacts, hosted 119 school groups and responded to more than 200 research requests. Specifically, in fiscal year 2003, volunteers donated 13,000 hours of service in areas such as education, interpretation, and outreach; research and monitoring studies; and cleanup, maintenance, and administration.

Brian O'Neill, volunteer coordinator, Golden Gate National Recreation Area, National Park Service, has built a nationally acclaimed volunteer program at GGNRA that has had a dramatic effect on the area's natural resource and visitor services program. The GGNRA volunteer program emphasizes identifying diverse volunteer tasks, some requiring very specialized talents; provides great flexibility in acceptance of volunteer efforts under its Volunteer Drop-in Program; and uses innovative communications channels, including a volunteer hotline.

Jack Blackwell, regional forester, Region Five, U.S. Department of Agriculture, Forest Service, has led efforts to expand volunteerism on national forests with personal outreach efforts to nontraditional partners and the creation of a regional volunteer program for four Southern California forests. His active support of the Take Pride in America Partners Council efforts to respond to the massive fires of fall 2003 included the establishment of a regional volunteer coordinator. This new position has dramatically eased the burden on organizations seeking to become involved in public lands volunteerism, like the Girl Scouts of America. He also has

worked with forest supervisors in the region to increase the priority placed on volunteer programs in forest plans.

"These land managers have taken extraordinary steps to build strong and effective partnerships between citizen volunteers and professional staff," Norton said. "By harnessing this limitless volunteer potential at the places we enjoy, we have seen tremendous accomplishments and are building a lasting legacy of responsibility and community."

Spirit of Take Pride in America

A special Spirit of Take Pride in America award was presented to Derrick Crandall, president, American Recreation Coalition. The award is not an annual award but is presented by the executive director only in those years when someone's efforts on behalf of Take Pride in America merit special recognition.

"This award honors Derrick Crandall for his extraordinary efforts in promoting Take Pride in America across the country. Derrick has dedicated himself to recruiting new partners, raising funds for the program, finding new opportunities to spread the message of Take Pride, and has been the inspiration behind many of our Take Pride events over the past year, including the very successful Southern California volunteer pledge drive," said Marti Allbright in presenting the award. "I cannot think of any assistance I have requested from Derrick that has not been met with immediate and enthusiastic response."

Folks on hand to salute the exemplary volunteers included: Bob Johns, acting assistant director, communications, Bureau of Land Management; John Keys, commissioner, Bureau of Reclamation; Steve Williams, director, Fish and Wildlife Service; Fran Mainella, director, National

Park Service; Jeff Jarrett, director, Office of Surface Mining; Don Hansen, volunteer program manager, USDA, Forest Service; David Tenney, deputy under secretary, natural resources and environment, USDA; and Chris Pyron, chief of staff, USDA, Forest Service.

All award recipients also attended a reception, hosted by Take Pride Charter Partner Unilever, the evening before the ceremony at the White House Visitors Center. Guests mingled, enjoyed food and drink, listened to brief remarks from Secretary Norton; David Lustig, director of government relations, Unilever; Fiona Laird, senior vice president, corporate affairs, Unilever; and Marti Allbright. Unilever also presented each guest a soft-sided lunch cooler full of coupons and Take Pride memorabilia.

NATIONWIDE VOLUNTEERS SUPPORT NATIONAL PUBLIC LANDS DAY

Even Hurricane Ivan did not stop most volunteers from putting their hands to work on the 11th annual National Public Lands Day September 18. Some groups used the day to cleanup after the storm, while a few re-scheduled their workdays. Some even created events to deal directly with hurricane damage.

This year there were 593 NPLD sites, and it is estimated that more than 85,000 volunteers and their community partners contributed \$11 million to benefit federal, state and local lands across the country.

In honor of NPLD, Department of the Interior agencies joined the USDA's Forest Service to waive recreation fees on September 18. In addition, for the first time, volunteers at sites managed by the Army Corps of Engineers, Bureau of Land Management, National Park Service, U.S. Fish and Wildlife Service and USDA's

Forest Service received a fee-free coupon, sponsored in part by Take Pride in America, to use on a return visit in the coming year. These two incentives increased interest in NPLD, with new sites registering as late as the week of the event!

Of note, Interior Secretary Norton rolled up her sleeves and joined improvement and restoration efforts at the Chesapeake and Ohio Canal National Historical Park, one day in advance of NPLD. On September 17, Norton and student volunteers from Georgetown University Law Center worked on projects in and around the historic Lockhouse 8, located on the C&O towpath.

Several groups also used NPLD to host Take Pride in America volunteer events. For example, groups in Nevada, Arizona, Utah and Washington state proudly displayed the Take Pride banner as they spent the day caring for our public lands.

Near Las Vegas, at Sloan Canyon National Conservation Area, Assistant Interior Secretary Rebecca Watson and approximately 250 volunteers removed 20 abandoned cars and 2 boats, filled 6 large dumpsters with trash, cleaned 10 shooting ranges and illegal dumpsites, closed an old mine, and removed graffiti. All together volunteers helped restore over eight square miles within the conservation area.

In Arizona, Bureau of Reclamation Commissioner John Keys rolled up his sleeves, and joined local BOR and NPS staff in their cleanup efforts at the Lonely Dell Orchard, part of Lee's Ferry and the Glen Canyon National Recreation Area.

As part of the "Wilderness Walk and Work" in the Logan Ranger District of Utah's Wasatch-Cache National Forest, volunteers and staff participated in a wilderness walk, during which they repaired trailhead signs,

maintained trails, removed noxious weeds and picked up trash.

Pacific NW Four Wheel Drive Association, a Take Pride in America 2004 National Award recipient, continued their volunteer efforts with Operation Shore Patrol. The project, part of International Coastal Cleanup Day and NPLD, included a coastline cleanup in the Washington communities of Ocean Shores, Westport and Long Beach.

TAKE PRIDE TO PROVIDE VOLUNTEER TRAINING ASSISTANCE

Doug Blankinship, training coordinator on the Take Pride in America staff and manager of the volunteer.gov/gov portal is working with several organizations, including Conservation USA and the Colorado Outdoor Training Initiative, among others, to address the need to train volunteers in leadership skills essential to helping public agencies administer volunteer programs and projects that benefit public land resources

In late spring 2005, Take Pride will offer a dynamic volunteer training clearinghouse of on-line training, outreach and education activities. The volunteer training clearinghouse will also include information on promotion and marketing for such pronounced needs as invasive species abatement, pre- and post- fire measures, and habitat restoration actions that can benefit watershed health. The overall goal of the clearinghouse is to create broad public support for volunteer programming across government lines of authority and implementation.

Volunteer coordinators and natural resource professionals have asked for specialized educational materials to carry out their

volunteer projects. Many have cited the need for a "Volunteer Training Toolbox" In addition to the Clearinghouse, Take Pride will develop a toolbox with information on "best practices" in volunteer administration, program development and training designs, including a list of contacts and resources, guidance on funding opportunities and assistance on submitting grant applications. As the Toolbox and Clearinghouse are still in the development phase, we welcome your comments and input. If you have ideas or information to share, please contact Doug at (202) 208-7439 or Douglas_J_Blankinship@ios.doi.gov.

WWW.TAKEPRIDE.GOV HAS NEW LOOK

You may have noticed that the Take Pride website, www.TakePride.gov, has undergone a facelift. Aside from a new look, the site also boasts improved content and additional resources. For example, the aptly named Additional Resources section of the home page includes fact sheets on everything from this year's award winners to logo guidelines. Of particular interest to volunteers and event organizers alike is the site's Volunteer section. This section of the site includes information on how to register an event and find volunteer opportunities in your state. Event details sent to us via our electronic registration form will appear on both our event calendar and with the volunteer information we provide on each state, accessible through an interactive map. Each state page also includes access to federal opportunities listed with the www.volunteer.gov/gov portal. Please visit the site, and send us your comments via the Contact Us section – or send an email to our communications director, Kathryn Harrington, at Kathryn_Harrington@ios.doi.gov. We welcome your feedback!