

2012 ANNUAL REPORT

April 8, 2013

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Society of Outdoor Recreation Professionals

FROM THE PRESIDENT

By Sergio Capozzi

Wow! What a year of growth it's has been for our organization! As many of you are undoubtedly aware, the big news is our name change. 2012 saw a transition (still ongoing) from the National Association of Recreation Resource Planners (NARRP) to the Society of Outdoor Recreation Professionals (SORP). This change was the result of a deliberate and transparent process between our Board, members, and other outdoor recreation professionals. This process was initiated in 2011 when the Board had a frank discussion about changes to our membership composition and whether our name still appropriately reflected who we are as an organization. After a six month process, the Board proposed a name change to the membership. Our members then ratified and approved the change, along with a revised set of bylaws. This new name better reflects the full breadth of outdoor recreation professionals who make up our membership, including planners, managers, researchers, policy makers, and others engaged in the outdoor recreation profession. We are still in the process of transitioning to the SORP name and identity, and are preparing for a public celebration of the new name at our 2013 National Outdoor Recreation Conference.



Here are a few other significant highlights from this past year:

Restoring the Spirit of the Landscape (2012 Conference) – the 32nd Annual NARRP Conference in Baton Rouge, LA, provided an opportunity to explore and learn from each other's successes and challenges in dealing with and addressing outdoor recreation impacts from major disasters (e.g., natural, weather, financial, etc.). As in past years, the conference provided dozens of informative sessions and presentations about outdoor recreation best practices, trends, and success stories, as well as unparalleled networking opportunities. In addition and in partnership with the National Park Service,

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FROM THE PRESIDENT, CONTINUED

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the conference featured a half-day SCORP University session that provided a vital learning opportunity for professionals involved in statewide comprehensive outdoor recreation planning. Major thanks to Rick Just, Jennifer Heisey, and our gracious local partners who all worked to make the 2012 conference in Baton Rouge a success.

2012 National Recreation Resource Leadership Award – as part of our annual award program, we honored Mr. Will Shafroth with the 2012 National Recreation Resource Leadership Award. Through the award, we recognized his integral role in implementing the 99 action items in the America's Great Outdoors report adopted by President Obama in February 2011, as well as his dedication to protecting and ensuring all Americans can access and enjoy parks and public lands for generations to come.

New Website – with the help of the Membership and Communications Committee, as well as our indispensable Association Manager (Brenda Adams-Weyant), the Board rolled out a new website for the organization in May of 2012. The new website provides a more engaging and informative layout and structure, and has a variety of helpful member tools (in addition to the outstanding collection of resources you've come to expect!). Check it out at URL: www.recpro.org.

I'm also pleased to announce that at our annual fall retreat (held this past year in early November in Traverse City, MI), the Board decided to keep membership fees at 2012 levels. While in the past and per the organization's bylaws, the Board has slightly increased membership dues on an annual basis to help cover operating costs, we felt it was more important to keep rates steady considering the continued economic and professional challenges we all face. Please know that as a Board, we appreciate your continued membership and commitment to the organization. We wouldn't exist as an organization if it wasn't for all of the dedicated outdoor recreation professionals who make up the SORP membership. Thank you!

Before I wrap up I'd like to take this opportunity to make you aware of several upcoming SORP efforts:

1. SORP's 2013 National Outdoor Recreation Conference and the International Union of Forest Research Organizations (IUFRO) Conference on Forests for People will be jointly held in the historic Park Place Hotel, on May 19-23, in Traverse City, Michigan. These two significant educational programs are being seamlessly blended to afford outdoor recreation professionals the opportunity to learn about best practices on how the profession is a bridge, connector, and catalyst for personal, community, and financial prosperity. I want to acknowledge the commitment and effort of Ron Olson and the

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FROM THE PRESIDENT, CONTINUED

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Michigan State Park staff, and our partners at Michigan State University in helping organize and plan this exciting conference opportunity.

- Looking ahead to 2015, we will celebrate the 50th anniversary of the Land and Water Conservation Fund Act (LWCF). This momentous occasion calls for celebration and reflection! SORP believes there would be benefit from a "National LWCF Conversation." The essence of our project is not to rewrite or prescribe a new piece of legislation, but to assemble, in an open transparent manner, constructive thoughts about how the 1965 LWCF (including amendments through 1996) could be strengthened and positioned for its next 50 years of success. SORP will host this online conversation from February 1-June 30, 2013 (accessed via our website: www.RecPro.org).

This past year has been an exciting new chapter for our organization. No other professional organization is positioned to support outdoor recreation professionals with the same depth and breadth of expertise as SORP. Our focus has been and will continue to be the complex interactions between outdoor recreation and natural, historic, and cultural resources. We will be a strong advocate for the outdoor recreation profession and the vital role that parks and protected areas play in our society. Furthermore, we are committed to continuing to provide a high level of service, deep collection of pertinent resources, and networking opportunities to our members and the profession.

Personally, I'm looking forward to a continued role with SORP on this exciting path. We have an incredibly talented and dedicated Board and engaged membership. In particular, I cannot say enough about our current Board members and liaisons. Their passion and commitment for our incredible organization is infectious and truly one of the perks of being President!

Hope to see you all in Traverse City at the 2013 National Outdoor Recreation Conference!



2012-13 SORP Board of Directors

Back L to R: Glenn Haas, Robert Burns, John Baas, Scott Babcock, Jeff Prey, and Peter Biermeier.

Front L to R: Wayne Sames, Chad Schneckenburger, Mary Donze, Jean Akers, Brenda Adams-Weyant, and Sergio Capozzi.



MEMBERSHIP & COMMUNICATIONS COMMITTEE REPORT

By Jean Akers

Committee Members: Jean Akers (Chair), Mike Bradley, Mary Donze, Rachel Franchina, Darren Goodding, Chad Schneckenburger, and Brenda Adams-Weyant

The Society of Outdoor Recreation Professionals has embraced the challenges of changing to accommodate existing membership and potential membership growth during 2012. The committee goals and tasks in the Strategic Plan included, 1) reinforcing membership services, 2) increasing visibility, and 3) maintaining a diversity of membership. The M&C committee has also been working to assist and support in the transition planning in the following efforts:

Membership database gap assessment was conducted to understand the distribution among different segments of our profession within our contact list (which includes active members) and consider if any segments were under-represented. Further study of the data will help us develop membership recruitment plans.

Federal	774	27%	Non-profit	182	6%
Local/Regional	643	22%	Other	164	6%
State/Provincial	594	21%	Retired	31	1%
Academic	223	8%	"blank"	40	1%
Private	232	8%			

Exploring web-based networking opportunities

- ◆ Revise look of Facebook and LinkedIn pages.
- ◆ Evaluate potential benefits for joining RecLink.
- ◆ Revise website to reflect transition to SORP naming and identity.

Membership benefits:

- ◆ The committee investigated adding a pro-deal for outdoor gear and clothing through Promotive as a benefit of membership. Thus far, Promotive has accepted sponsoring only SORP Board members for gear discounts.
- ◆ News from SORP: distribution of the e-message on gathered news items and job announcements sent to active members on a weekly basis. Every quarter, the e-news is sent to the entire contact list to increase awareness of SORP and stimulate interest in joining.
- ◆ Conference registration discounts for members: re-evaluated and confirmed for its continuing value.

Logo and branding process

- ◆ Lead the design and development of a new logo that helps identify the SORP mission. The Committee generated an RFP, commissioned a graphic artist and led the evaluation of initial concepts for the logo design. Further logo design refinement continues into 2013.

Membership: entrance/exit process

- ◆ Members continue to receive a personal email from a Board member to welcome them to SORP and discover their initial motivation for joining.
- ◆ Non-renewing members are contacted to remind them of their lapsed membership. The Committee is refining an exit survey to gather information about why the membership was not renewed.

2012 NARRP AWARDS

By Scott Babcock

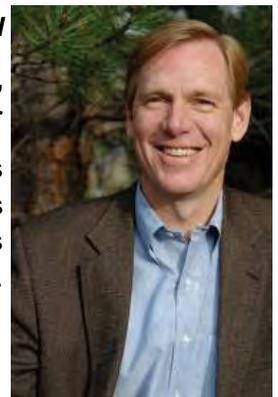
Committee Members: Scott Babcock (Chair), Bob Reinhardt, Robert Burns, and Glenn Haas

Each year NARRP recognizes and honors outdoor recreation professionals and planning teams for their outstanding accomplishments in the field of recreation and park planning, management and administration, as well as service to NARRP. The job of selecting awards recipients has become more challenging, as the number of nomination applications seems to rise each year. In 2012, the NARRP Board of Directors recognized the following individuals and teams in our three award categories at the Annual Conference in Baton Rouge, Louisiana.

National Recreation Resource Leadership Award

**Will Shafroth, Counselor to the Secretary for America's Great Outdoors,
Department of the Interior**

In recognition of significant national impact on the outdoor recreation profession and contributions to land and water conservation, advancement of connecting our nation's citizens to the great outdoors, and commitment to expanding awareness and appreciation of our outdoor heritage.



Will Shafroth

Distinguished Service Awards

Joe Elton, Virginia State Parks

In recognition of a lifetime of leadership in advancing recreation resource management and the planning profession in the State of Virginia, and nationally through his involvement in the National Association of State Parks Directors and America's State Parks.



Joe Elton and Sergio Capozzi

Kate Schutt, Oregon Parks and Recreation Department

In recognition of a lifetime of leadership for advancing recreation resource management and the planning profession in the State of Oregon.

Excellence in Planning Awards

**Recreation and Park Commission for the Parish of East
Baton Rouge**

In recognition of the BREC's Imagine Your Parks – Strategic Plan that was formed from a collaborative process that directly engaged park staff, commissioners, and hundreds of citizens to create a preferred plan for the future of the park system.



From BREC: Jon Pulliam, Dan Hebert, Reed Richard, Ted Jack, and NARRP President, Sergio Capozzi

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2012 NARRP AWARDS, CONTINUED

(Continued from page 5)



From Virginia DCR: Synthia Waymack, Janit Llewellyn, Danette Poole, and NARRP President, Sergio Capozzi

Virginia Department of Conservation and Recreation

In recognition of successfully planning and implementing the Captain John Smith Chesapeake National Historic Trail – a model for projects seeking to achieve connectivity, excellence in outreach and promotion of outdoor recreation.



California State Parks Planning Division

In recognition of exemplary planning efforts associated with the Recreation Proposal for the Sacramento-San Joaquin Delta and Suisun Marsh.

From California SP, Cheryl Essex and NARRP President, Sergio Capozzi

O2 Planning and Design

In recognition for exemplary planning efforts associated with the Recreation & Tourism Resource Data System for Alberta’s North Saskatchewan Region.

Board Recognition

Steve Dice

In grateful appreciation for outstanding service on the Board of the National Association of Recreation Resource Planners 2011-2012.



Steve Dice

Jennifer Heisey

In grateful appreciation for outstanding service on the Board of the National Association of Recreation Resource Planners 2009-2012.



Jennifer Heisey

Heather Ramsay

In grateful appreciation for outstanding service on the Board of the National Association of Recreation Resource Planners 2009-2011.



Heather Ramsay

2013-2017 STRATEGIC PLAN

By Mary Donze

At the fall 2011 board retreat in Baton Rouge, LA, the board of directors discussed the idea of a 5-year strategic plan for the association in lieu of the previous 3-year strategic plans. This would be accompanied by a 5-year business plan. The board agreed to begin the formulation of a 5-year plan and identified four major objectives to be included. The four objectives were:

- ◆ Communications and Marketing
- ◆ Financial Strategy
- ◆ Professional Development and Education
- ◆ Strategic Partnerships

The board continued to work on the objectives throughout 2012 adding a fifth objective to cover Operations. At the 2012 fall board retreat in Traverse City, MI, the board spent several hours finalizing the new 5-year Strategic Plan. It was approved and adopted by the board at their January 2013 board meeting.

We changed our name and we are changing our logo so we wanted to make sure the 5-year Strategic Plan would take us where we want to go in the next five years.

View a copy of the Strategic Plan: http://www.recpro.org/assets/Board_documents/Organizational/2013-2017_strategic_plan_final.pdf

AUDIT COMMITTEE REPORT

By Sergio Capozzi

Committee Members: Sergio Capozzi (Chair), Glenn Haas, Mary Donze, and Jeff Prey

Each year the President chairs a committee to audit the Association's financial records from the previous fiscal year. The Audit Committee then reports their findings in writing to the Board of Directors and the membership. The committee met at the annual SORP Board retreat in early November and reviewed financial statements and other fiscal-related records, as provided by the Treasurer. The Audit Committee also reviewed and discussed the SORP Endowment Fund investment strategy, membership and sponsorship growth opportunities, and specific Treasurer duties, including the continued need to coordinate monthly financial management tasks between the Treasurer and Association Manager. There were no findings of concern from the audit.

Join us in San Francisco, California for the
2014 National Outdoor Recreation Conference

EDUCATION & PROFESSIONAL DEVELOPMENT COMMITTEE REPORT

By **Scott Babcock**

Committee members: Scott Babcock (Chair), Robert Burns, Chad Schneckenburger, John Baas, Jennifer Heisey, Charlyne Smith, Steve Holland, Mike Bradley, and Darren Goodding

The Education and Professional Development Committee oversees all SORP scholarship programs including promoting, advertising, selecting recipients, and maintaining accurate records of all recipients and funds disbursed. Individual scholarship programs are reviewed by committee members on an annual basis. The committee administers the Special Projects Scholarships and Professional Development Grants when deemed feasible. Increasingly, the committee has been focusing on professional development opportunities such as informational webinars, development of an academic programs webpage, and professional accreditation of for recreation resource planning.

2012 Committee Accomplishments

- ◆ Eight student conference scholarships were awarded to undergraduate and graduate students representing five universities all across the country including North Carolina State University, University of Florida, West Virginia University, Oklahoma State University and Texas A&M University.
- ◆ Raised \$3,218 in scholarship money from the silent and live auctions at the 2012 Baton Rouge Conference.
- ◆ Broadened the committee to encompass SORP educational and professional development goals.
- ◆ Appointed an outdoor recreation planning student liaison as a non-voting Board member, Charlyne Smith from North Carolina State University.

2013 Committee Work Plan

- ◆ Continue to expand opportunities for involving and engaging aspiring recreation resource professionals at the annual conference and through other means.

Want to do more to support the student scholarship program?

Your donation will help cultivate a young mind preparing to enter the recreation resource planning profession.

Support the students by donating items to the live & silent auctions. Contact scott.babcock@state.co.us for more information and to make arrangements.

All contributions are tax deductible.

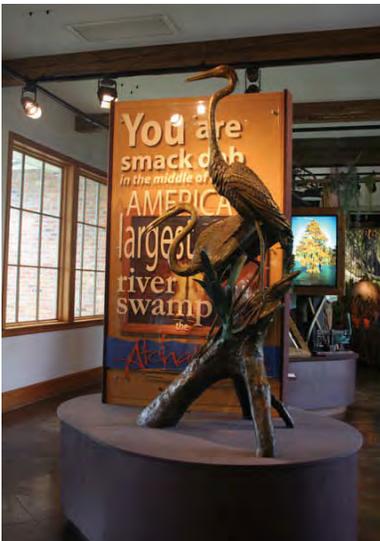
- ◆ Explore formal accreditation for recreation resource planning through the Council on Accreditation.
- ◆ Ensure that the new SORP webpage has an Education and Professional Development component.
- ◆ Provide direct opportunities for professional development to SORP membership.
- ◆ Seek additional sources of funding for our SORP Scholarship Fund.

EDUCATION & PROFESSIONAL DEVELOPMENT COMMITTEE, CONTINUED

2012 NARRP Conference Scholarship Recipients and Scholarship Committee Members



(L to R) Kyunghye Lee (Texas A&M University), Teri Chuprinko (West Virginia University), Mike Ferguson (West Virginia University), Megan Donohue (University of Florida), Mary Donze, Sergio Capozzi, Jennifer Heisey, Charlyne Smith (North Carolina State University), and Mike Bradley (Oklahoma State University).



Conference Impression from Mike Ferguson (Student Scholarship Recipient)

"I wanted to thank you again for everything at the NARRP 2012 conference. Being selected as a NARRP student scholarship recipient truly is an honor. The NARRP conference is unique in the fact that the students are granted legitimate face time with industry professionals. Each year this conference has broadened my horizons and given me a greater outlook on the outdoor recreation industry."

DEVELOPMENT COMMITTEE REPORT

By Glenn Haas

Committee members: Glenn Haas (Chair), Jeff Prey, Sergio Capozzi, Peter Biermeier, Scott Babcock, and David Dahlquist

Purpose of the SORP Development Committee

To secure and advance the welfare and leadership of the Society of Outdoor Recreation Professionals through financial, policy and Board development.

2012 Accomplishments

Financial Development

Beyond work to secure sponsors and exhibitors for the 2012 National Outdoor Recreation Conference, the major effort was preparing for a 2013 SORP Sponsorship Campaign. The committee developed an attractive [2013 Sponsorship brochure](#) with several levels of giving to the organization and to specific aspects of the 2013 conference. SORP partnered with Oklahoma State University for a graduate student to help build a database of outdoor recreation businesses in the Lake States area since the 2013 conference will be held in Michigan.

The 2013 development campaign is underway and will continue into the summer. As of February 15, 2013, SORP has received \$13,490 in sponsorship and exhibitor fees. This amount is expected to increase as we approach the May national conference in Traverse City, Michigan.

Policy Development

SORP remains very engaged and committed to the Land and Water Conservation Fund Act of 1965. With its impending sunset in September 2015, SORP has been working to build attention and dialogue on how the legislation can be strengthened for another 50 years of benefit to America. After consideration of alternatives, SORP has launched the National LWCF Conversation ----an internet-based forum for stakeholders to submit their suggestions for how to improve the legislation. The internet site was launched on February 1 and will be accessible through the end of June. We invite you to participate, click here to access via our website: www.recpro.org

In addition, the 2013 National Outdoor Recreation Conference will convene a LWCF 2015 Roundtable with national representatives and audience participation. The plan is for SORP to prepare a position paper to submit to the Secretary of the Interior and Congressional officials in the Fall of 2013.

Board Development

No specific actions were taken by the committee or Board on this responsibility.



The SORP Board of Directors holds a 2-day mid-year retreat to conduct business, as seen here in Traverse City, Michigan in November 2012.

FIRST ANNUAL SCORP UNIVERSITY

By Patricia Gillespie

This half-day program was designed for State/Territory agency professionals and those who have a part in developing Statewide Comprehensive Outdoor Recreation Plans (SCORP). The National Park Service and SORP “seasoned” SCORPers partnered to offer this opportunity for learning and idea sharing.

1. Overview (Pat Gillespie and Gwen Smith, NPS)

NPS LWCF website (www.nps.gov/lwcf) has copies of the Act and the Manual, as well as a general page on SCORP. SORP website has links to State SCORPs that are posted on-line as well as lots of other recreation planning resources (<http://www.recpro.org/scorps>).

2. SCORP Excellence Award (Sergio Capozzi, SORP)

Georgia, Colorado and Pennsylvania were the first three winners. What made the plans stand out? Each had some unique elements but all shared an orientation/emphasis on outcomes and strategies for implementation. These States have also invested in meaningful follow-up efforts (for example, Pennsylvania issues an annual status report marking progress in meeting action items in their plan). Many SCORPs have a lot of great data and other information about available recreation resources, trends, and both existing and future needs. However, many are also weak on how the plan will actually be carried out.

3. Recreation Resource Planning Principles (Glenn Haas, SORP)

Glenn provided an overview of the [Planning Principles](#), which were developed through a comprehensive effort led by SORP in collaboration with over 1000 professional planners.

SCORPs are important for more than just grant eligibility; they are also important in conversion situations per Section 6 (f) of the LWCF Act that requires a conversion be consistent with the State’s SCORP. Whether a conversion meets this requirement is often a subject of conversion-based litigation. SCORP planners who are not involved in LWCF grants would do well to talk to their State grant staff about this issue when developing a new SCORP.

How should States be incorporating AGO into their SCORPs? Realistically, a lot of what was in the AGO report is likely already addressed in your State’s SCORP. As a point in time document it’s probably not necessary to explicitly reference the AGO initiative. But the principles of the report, which include the need for more youth engagement in outdoor recreation, better inter-agency coordination, large landscape conservation, and public access to water for recreation are important general themes that should resonate in contemporary SCORPs.

4. What does the “C” in SCORP mean? (Joel Lynch and Pat Gillespie, NPS)

SCORP is intended to be flexible for States, so there is no one definition of what needs to be included to make the document comprehensive.

There is a perception in some states that SCORP addresses only state parks. It is intended to be broader than that – considering local needs and resources, as well as Federal resources.

Think about what valuable data and information you may already have before considering collecting new data. Other planning documents may have a wealth of information.

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FIRST ANNUAL SCORP UNIVERSITY, CONTINUED

(Continued from page 11)

5. Estimating Recreation Demand (Glenn Haas, SORP and Scott Babcock, Colorado)

Glenn highlighted excerpts from his 2007 guidebook, [Estimating Future Recreation Demand: A Decision Guide for the Practitioner](#), which is available on the [SORP website](#). He reviewed sources of available data about recreation activities and participation. His view is that as a general rule, recreation planners are often better at collecting data than using the data, so he reviewed some ways to present, analyze, and justify the data used to support plan priorities.

Scott presented the local government survey Colorado used in preparing their 2008 SCORP.

They raised the issue that telephone surveys are becoming harder/less reliable to perform due to number of people using only cell phones, numbers for which are not publicly available.

6. What do wetlands have to do with SCORP? (Heather Ramsay, NPS)

In the 1980's, wetlands were a focus of policy and legislative attention. New laws were passed and some existing laws, including LWCF, were amended to address wetlands protection and management in a more explicit way. One of the changes was the requirement to address wetland protection in SCORPs. Here are some tips:

Consider how wetlands factor into your recreation resources – are they wetland dependent in some fashion? (Duck hunting is a good example.)

Coordinate with your State wetland protection staff – are there particular wetland habitats that are at risk/a priority for protection? Is there overlap with recreation needs? If so, this should likely be addressed in your SCORP.

Also consider wetland protection in project design – for example, your process for awarding LWCF grants should address situations where a construction project will negatively impact wetlands (requires fill or construction within) - this might result in points being taken away in project scoring.

Wetlands and conversion. The LWCF Act gives wetlands equal standing to meet the equivalent recreational utility standard when converting an LWCF protected site. However, to be eligible, this has to be properly addressed in the SCORP and it often isn't.

In States where wetland information is not readily available, non-profit groups can often be a good resource for wetland information.

7. SCORP Implementation (Scott Babcock, Colorado and Diane Kripas, Pennsylvania)

A good implementation plan starts with good goals. Pennsylvania's plan has four overarching goals; each goal has strategies with recommendations/action items to advance the overall goal. Making them as specific as possible makes it easier to show when you have done something. Still, probably want to consider the overall number – PA plan has 99 action items, which they have found a little overwhelming (both a staff and financial resource issue). They are issuing annual report cards to show progress – but have been reliant on partner information to fill these out.

Meeting action items/goals is a success. Unlikely that you will get to all of them in the five years but still good to tout the ones that were accomplished. Colorado has found that periodic check-ins with partners involved in outdoor recreation (they meet 3-4 times a year) helps keep people engaged and plan implementation moving forward.

2012 CONFERENCE MEMORABLE FOR GREAT HOSPITALITY, ENGAGING SESSIONS, AND FABULOUS FOOD

By Rick Just, Conference Co-Chair

Now we understand what Southern Hospitality means. The people in the state parks and tourism offices, and the folks at the Baton Rouge Convention and Visitors Bureau could not have been more helpful in making our 2012 conference a success. Lt. Governor Jay Dardenne led off with a keynote address that helped us better understand the importance of the food and music culture of the region, as well as the park and recreation challenges they have faced and the creative solutions they use to meet them.

The conference theme was “The Recreation Response to the Challenge of Change.” Since large swaths of the nation were hammered hard by weather-related disasters in 2011, and since Louisiana is no stranger itself to adversity, we held a plenary session on The Recreation Response to Disaster. Moderated by Missouri State Parks Director Bill Bryan, the panel included Duane Lula, with America’s Scenic Byways Resource Center; NASORLO Executive Director Doug Eiken and Texas State Parks Director Brent Leisure.

The plenary session A Year of Challenges for State Parks; Optimism for the Future, was led by Colorado Parks and Wildlife Strategic Planning Manager Scott Babcock. Panelists included Louisiana State Parks Assistant Secretary Stuart Johnson, Virginia State Parks Director and Past President of NASPD Joe Elton and Georgia State Parks Director Becky Kelly.



Conference attendees visited several of the region’s historic plantation homes during an educational field workshop.

Breakout sessions covered a wide array of topics from managing the impacts of energy development to using online tools. The conference also included a great selection of memorable field trips and a half-day session on SCORP planning hosted by the National Park Service.

We had 129 people attend the conference, including eight attending on student scholarships and providing great help with myriad details.



NARRP Board Members, Jean Akers and Sergio Capozzi, join the band at the crawfish boil.

UPDATE ON THE BEST PRACTICES BOOK

By John Baas

SORP board members Dr. John Baas and Dr. Robert Burns have signed a contract with Sagamore Publishing to publish Outdoor Recreation Planning (originally titled, Best Practices in Recreation Resource Planning). The book will fill an information gap that has existed in the outdoor recreation profession for more than 30 years. The final chapter of the book was completed in December, 2012, and the book now is approximately 300 pages in length, with 13 chapters. Recent additions to the book include chapters on international perspectives in outdoor recreation planning, and a chapter on the SCORP process. Each chapter has been prepared by an academic professional and a practitioner, and contains case studies that serve as "real world" examples. Sagamore staff are pleased to have the opportunity to publish the book, and are featuring its upcoming release in their 2013 Product Catalog.

SORP Board members have played a critical role in supporting this book project. This role will be prominently recognized; SORP's logo will appear on the book cover, and a written acknowledgement will be included. Both Drs. Baas and Burns are grateful for the Board's support on this important project.

The book may also serve to generate other SORP projects. For example, the authors of the SCORP chapter, as well as Sergio Capozzi will be presenting key findings in a webinar. Future webinars based on other chapters of the book may follow.

SORP'S NEW WEBSITE

By Brenda Adams-Weyant

Late in 2011, the Board felt that we had outgrown our existing website and decided to create a new website that had increased functionality and a more professional look and feel. The new website was unveiled in May, 2012.

The new website automates several tasks that we had previously done manually. For instance, now we accept conference registrations on the website. Having this integrated means that the system can recognize members and give them the conference member rate—and conversely, makes sure non-members pay the appropriate rate. Membership renewals have also been streamlined. Members who are part of a group membership can now renew everyone at once online or choose to renew each individually.

One of the cool new features is the member directory search. On the member's side of the website, you can search for other members by any of the fields in the membership profile—agency, city, state, areas of expertise, name and so on. Log-in today and check it out. While you are in there, upload a photo of yourself to your profile.

What I love about the website is that it puts more power in the hands of the members. You don't need to wait on me to call you back to renew a group membership or to request a membership directory so you can look up an old colleague. You have access anytime and all the time. It's just one more way we are helping professionals connect with resources.

FINANCE COMMITTEE REPORT

By Jeff Prey

Committee members: Jeff Prey (Chair), John Baas, Sergio Capozzi, and Glenn Haas

As of December 31, 2012, SORP's total and assets and liabilities were \$76,991.58. Net income for calendar year was -\$3,341.72. The primary reason for this net loss was additional expenses occurring for management services. On a positive note, SORP investments increased by \$1,012.66 or 4.2% gain. The current investment allocation is 51.34% cash or equivalents, 38.61% in domestic equities and 10.05% in real estate investment trusts. A major task during the year was the conversion of the accounts to the new corporate name and revising the signature authorities.

2013 CONFERENCE PROGRAM: TRAVERSE CITY, MICHIGAN



COURTESY: TRAVERSE CITY QVB

***The National Outdoor Recreation Conference
and
IUFRO Conference on Forests for People
May 19-23, 2013***

Conference Hosts

- ◆ Society of Outdoor Recreation Professionals (formerly NARRP) - www.RecPro.org
- ◆ International Union of Forest Research Organizations (IUFRO) - www.IUFRO.org

An exciting and unique joint forum.....

These two educational programs will be seamlessly blended, while still retaining the individual identity of the two host organizations. The conference will offer several plenary sessions and field workshops, along with separate concurrent sessions tailored to the themes of each conference. One registration and one fee will cover both sessions. Participants have more opportunities to make a presentation and a wider variety of learning experiences.

Venue

The conference sessions will be held in the [Park Place Hotel](#) and the [Northwestern Michigan College's Hagerty Center](#). These two facilities are separated by a pleasant 10-minute walk. A shuttle bus will also be available and bicycles may be rented for your stay in Traverse City. Most of the Forests for People sessions will take place in the Hagerty Center and most of the National Outdoor Recreation sessions will be held in the Park Place Hotel.

(Continued on page 16)

2013 CONFERENCE PROGRAM, CONTINUED

(Continued from page 15)

The Park Place Hotel is the contracted and primary venue for the conference activities. Other lodging opportunities are available. Two are adjacent to the Hagerty Center.

Registration Fees

Early Bird Rates: Register by April 19

- \$385 - SORP or IUFRO Member, Full Conference
- \$485 - Non-member, Full Conference
- \$250 - Student, Full Conference
- \$150 - One-day Registration

Registration after April 19

- \$485 - SORP or IUFRO Member, Full Conference
- \$585 - Non-member, Full Conference
- \$250 - Student, Full Conference
- \$150 - One-day Registration

Conference Program

[Download a program](#) to read all the details

Become a Sponsor or Exhibitor

We invite you to connect with our national network of outdoor recreation career professionals. There are a number of personal and effective ways to partner with SORP, to market your products and services, and to help to advance our outdoor recreation industry. [Click here to learn more.](#)

Saturday, May 18th

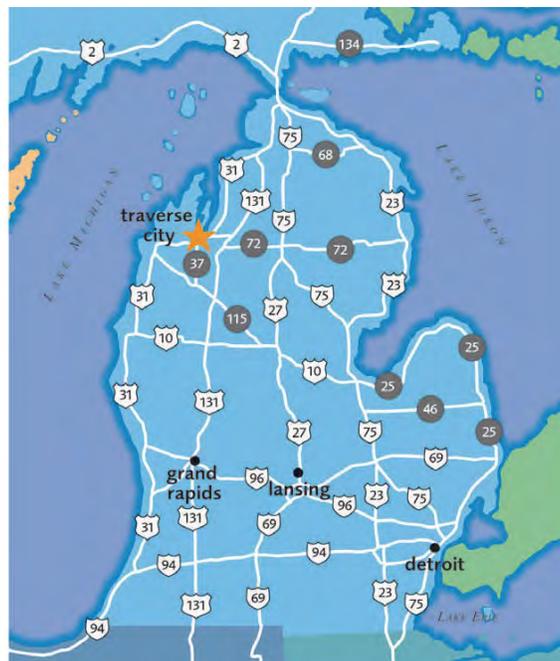
Optional Pre-conference Trips and Training

- ◆ Leave No Trace Trainer Certification Course (2-day overnight trip, extra fee applies)
- ◆ We are Fishtown! (self-guided)
- ◆ Day trip to the South Manitou Island of Sleeping Bear Dunes National Lakeshore (self-guided)

Sunday, May 19th

Optional Pre-conference Trip

- ◆ Visitor First! Building and Sustaining Great Customer Satisfaction (self-guided trip to Mackinac Island)



(Continued on page 17)

2013 CONFERENCE PROGRAM, CONTINUED

(Continued from page 16)

Monday, May 20th

Morning Sessions

- ◆ SCORP University (optional)
- ◆ Recreation 101: Kiteboarding (optional)
- ◆ Leave No Trace Awareness Workshop (optional, extra fee applies)
- ◆ Forests for People Opening Plenary
- ◆ 3 Forests for People Concurrent Sessions

Afternoon Sessions

- ◆ Pure Michigan Plenary
- ◆ Opening Plenary
- ◆ Welcome Reception - Poster and Exhibitor Presentations

Tuesday, May 21st

Morning Sessions

- ◆ 8 National Outdoor Recreation Conference Concurrent Sessions
- ◆ 6 Forests for People Concurrent Sessions

Afternoon Sessions

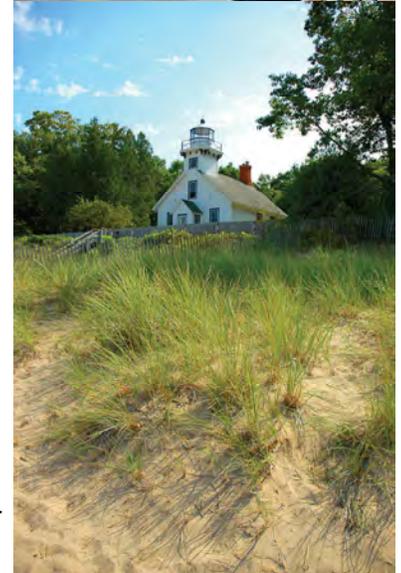
- ◆ 8 National Outdoor Recreation Conference Concurrent Sessions
- ◆ 6 Forests for People Concurrent Sessions

Banquet and Live Auction

Wednesday, May 22nd

Joint Conference Field Educational Sessions

1. Pathways to Sleeping Bear Dunes National Lakeshore & the new Sleeping Bear Heritage Trail
2. Michigan Partnerships Gone Wild
3. A River Reborn: Building a Prosperous Community through Dam Removal & Ecological Restoration
4. TART Trail Bicycle System
5. Old Mission Peninsula - A national coordinated land use success story



(Continued on page 18)

2013 CONFERENCE PROGRAM, CONTINUED

(Continued from page 17)

Thursday, May 23rd

Morning Sessions

- ◆ 8 National Outdoor Recreation Conference Concurrent Sessions
- ◆ 6 Forests for People Concurrent Sessions

2013 National Outdoor Recreation Awards Luncheon

Forests for People Luncheon

Afternoon Sessions

- ◆ The National Outdoor Recreation Outlook Forum
- ◆ Bridging the Agriculture Tourism Industry in Grand Traverse County: The Wine Story
- ◆ Linking Social Carrying Capacity with Biological and Managerial Issues
- ◆ 3 Forests for People Concurrent Sessions
- ◆ Closing Remarks
- ◆ Optional Post Conference Wine Tasting

**SOCIETY OF OUTDOOR
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