



# 2013 Annual Report

## From the President

By Sergio Capozzi

It is with extreme pleasure that I get the chance to again lead off SORP's annual report. As occurs every year, SORP held board elections this past May and I had the distinct privilege of being elected to a second two-year term as President. My first term was marked by continued progress in the growth of the organization and I'm happy to again be at the helm during this challenging, but bright time for SORP. Joining me on the board is an amazing group of outdoor recreation professionals (and friends!) who work continuously to improve the quality of benefits SORP offers its members and the larger profession. This talented group of board members keeps me motivated, enthused, and focused on making SORP the best professional organization possible.



I encourage all of you who may be interested in seeking a board position to volunteer for a SORP committee. A few hours a month go a long way towards helping SORP achieve its goals and objectives. Volunteering on a committee is also a great way to become better acquainted with the organization's policies and procedures, always useful information for incoming board members. Without the help of volunteers, we would not be able to provide such an incredible suite of benefits for our members, including our webinars, weekly News from SORP newsletter, and the National Outdoor Recreation Conference. A big thanks to all of our members who volunteer on SORP's committees!

For last year's National Outdoor Recreation Conference in Traverse City, MI, SORP partnered with the International Union of Forest Research Organizations (Forests for People) for a truly engaging and informative joint conference in beautiful northern Michigan. Ron Olson, MI DNR Chief of Parks and Recreation, Jason Jones, Director Grand Traverse County Parks and Recreation, and their staffs, as well as faculty and students at Michigan State University were instrumental in helping to organize the conference as our local partners and hosts. With such enthusiastic local hosts and international attendees, the 2013 National Outdoor Recreation Conference was yet another successful event for outdoor recreation professionals to share experiences and ideas about outdoor recreation research, policy, planning, and management.

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Since 1983, the Society of Outdoor Recreation Professionals (SORP) has been serving the outdoor recreation profession. It is the Nation's leading association of outdoor recreation and related professionals who strive to protect our natural and cultural resources while providing sustainable recreation access.



## From the President, continued

During the National Outdoor Recreation Outlook Forum on the final day of the 2013 conference, I asked all participants to write down on a piece of paper what excites them about the outdoor recreation profession. I promised I would do something with their responses and that time has finally come. I typed all of the responses and created a word cloud. Word clouds are visual representations of qualitative responses where words that are mentioned more frequently appear with greater prominence (try it out for yourself at [www.wordle.net](http://www.wordle.net)). Check out the “what excites me about the outdoor recreation profession” word cloud below.

The largest word in the word cloud is people. It is extremely telling that we associate or commonly include people in our responses of what excites us about the outdoor recreation profession. While we may have taken different paths during our respective careers, at the end of the day, people are what unite our profession. They are the reason we do what we do. Through outdoor recreation, we make the great outdoors and conservation relevant in people's lives.



As might be expected, other words that are prominently displayed in the word cloud include outdoor, recreation, natural, opportunities, resources, benefits, health, experiences, and love. Not to be missed are other key terms - connecting, engagement, provide, creating - that capture the action of our profession. We connect. We engage. We provide. We create. These action words are what define our profession and motivate us to continue to excel.

If there's one common theme that ran throughout the responses, it is that we have the best jobs in the world! Everyday we make positive differences in the social, cultural, and economic fabric of our communities, regions, and country. And in sharing our passion for the natural, cultural, and historic resources we sustain, we help people learn, grow, and have fun in the great outdoors.

As we approach the 50th anniversary of the instrumental Land and Water Conservation Fund (LWCF) Act, I would encourage you all to read SORP's position paper on LWCF, which was submitted to Secretary Sally Jewell in September 2013. The paper presents the historic context of the Act, SORP's core values that are central to strengthening the Act, and a proposed 2015 LWCF Act. Our hope is that the position paper will foster a constructive and robust national dialogue that culminates in a new 2015 Act. While the recreation community is diverse, we can all agree that the Nation is a much better place with an LWCF Act in place than without. In the words of President John F. Kennedy, “[a]dequate outdoor recreation facilities are among the basic requirements of a sound national conservation program.” The LWCF is a vital tool of our profession that allows outdoor recreation professionals across the country, from small towns to large metropolitan regions, create and provide the types of outdoor recreation opportunities and experiences that make conservation relevant.

I hope to see you all at this year's National Outdoor Recreation Conference in beautiful San Francisco (May 13-16, 2014).

# 2013-14 SORP Board of Directors



**Back to Front (L to R):** Scott Babcock, Peter Biermeier, Glenn Haas, Rachel Franchina, Mary Donze, Chad Schneckenburger, Sergio Capozzi, Rick Just, Brenda Adams-Weyant, Drew Stoll, and Jean Akers (not pictured: Robert Burns)

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# Financial Reports

<i>Balance Sheet</i>	
As of December 31, 2013	
	<b>Total</b>
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
U.S. Bank Checking	12,528.68
U.S. Bank Money Market	50,117.42
Total Bank Accounts	\$62,646.10
Other current assets	
Endowment (at FMV)	26,542.91
Total Other current assets	\$26,542.91
Total Current Assets	\$89,189.01
<b>TOTAL ASSETS</b>	<b>\$89,189.01</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
US Bank Credit Card Weyant	636.94
Total Credit Cards	\$636.94
Total Current Liabilities	\$636.94
<b>Total Liabilities</b>	<b>\$636.94</b>
<b>Equity</b>	
Retained Earnings	135,770.70
Net Income	-47,218.63
<b>Total Equity</b>	<b>\$88,552.07</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$89,189.01</b>

<i>Profit &amp; Loss Report</i>	
January - December 2013	
	<b>Total</b>
<b>INCOME</b>	
Annual Conference	81,580.00
Dividend Income	283.14
Fundraising	6,215.50
Interest Income	114.90
Membership Dues	20,435.00
Other Income	12.17
<b>Total Income</b>	<b>\$108,640.71</b>
<b>EXPENSES</b>	
Advertising/Promotional	299.54
Awards	496.62
Bank Charges	3,285.37
Board Travel	8,411.91
Conference	53,478.06
Development Committee	1,706.37
Insurance	815.00
Management Services	13,580.00
Office Supplies	199.95
Other Association Memberships	50.00
Other Miscellaneous Service Cost	22.80
Postage and Shipping	364.59
Printing	792.34
Professional Services	2,144.77
Scholarship	6,626.04
Telephone	164.15
Web services	5,750.33
<b>Total Expenses</b>	<b>\$98,187.84</b>
<b>Net Operating Income</b>	<b>\$10,452.87</b>
<b>OTHER INCOME</b>	
Realized/Unrealized Gain/Loss	1,329.87
<b>Net Other Income</b>	<b>\$1,329.87</b>
<b>NET INCOME</b>	<b>\$11,782.74</b>

## Audit Committee Report

By Sergio Capozzi

**Committee Members:** Sergio Capozzi (Chair), Glenn Haas, Mary Donze and Drew Stoll

Each year the President chairs a committee to audit the organization's financial reports from the previous fiscal year. The Audit Committee then reports their findings in writing to the Board of Directors and the membership in the Annual Report. As is typical, the committee met during the annual SORP Fall Planning Meeting, which was held in Denver, CO, in October 2013. The committee reviewed financial statements and other fiscal-related records, and asked the Treasurer (Drew Stoll) about the overall financial health of the organization. The committee agreed that continued coordination between the Association Manager (Brenda Adams-Weyant) and the Treasurer was needed to coordinate monthly financial management tasks. The committee also discussed options for an Assistant Treasurer (or similar position to provide help and backup to the Treasurer) and the need for a periodic outside audit. Overall, there were no findings of concern in the financial audit.



## Strategic Plan Update

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By Mary Donze

In 2012, the association transitioned from a three-year strategic plan to a five-year format covering 2013-17. In 2013, the board reviewed the five-year plan to see what had been accomplished and updated it to reflect current priorities. A few of the highlights from the recently updated plan include:

- A new section titled Membership was added. The board spent a great deal of time at the fall board meeting discussing Membership Lifecycle and return on investment (ROI) as it relates to member benefits. The “lifecycle” concept includes recruitment and retention as well as managing benefits and services for members, communication with members, engaging new members, and not only retaining but fully engaging current members. To this end, the board will be proactively learning more about the membership needs and desires through surveys, evaluating membership fees and categories, and quantifying benefits. In addition, the board will develop membership growth and retention targets.
- Under Professional Growth and Education the board added a goal to provide national leadership on contemporary policy issues related to outdoor recreation. The society has produced several papers in recent years (LWCF reauthorization, etc.) and would like to continue to explore and pursue relevant topics.
- Under Financial Strategy a goal was added to develop a comprehensive fundraising strategy. This will be accomplished through both new and existing resources.

[Click here to download a copy of the strategic plan.](#)

## 2013 National Outdoor Recreation Conference

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By Glenn Haas

The 2013 conference was a unique international conference attended by over 200 hundred people in beautiful Traverse City, Michigan. SORP partnered with the International Union of Forest Research Organizations (IUFRO) to offer a four day conference with seven concurrent tracks, four field workshops and the first annual national outdoor recreation outlook forum. The breadth of topics was noteworthy and the networking among national and international guests made for some life-long memories. It was also meaningful for SORP to host eleven outstanding university students who received conference scholarships to participate.

Special thanks to Active Network, Hunter Knepshield, IUFRO, Journal of Outdoor Recreation and Tourism, West Virginia University, Central Michigan University, Human Kinetics, Routledge, and MIG Inc for sponsoring the conference. Nine exhibitors and 21 poster presenters stimulated meaningful conversation at the opening reception and conference breaks.

The silent and live auctions were a great success. Many attendees took home distinctive hand made and locally produced items that were donated to support SORPs student scholarship fund. Our thanks to TREK Bicycles for donating a mountain bike for the live auction. Over \$2900 was raised for the scholarship fund.

New this year, we had ball caps made up with the new SORP logo. We sold 50 hats and made a profit of \$440, which also went into the scholarship fund. In 2014, we'll be selling more SORP logo items at the conference.



# Education and Professional Development Report

By Scott Babcock

**Committee Members:** Scott Babcock (chair), Charlynn Smith, Steve Holland, Mike Bradley, Darren Goodding, John Baas, Kyle Olcott, Jennifer Barnhart, Michael Ferguson and Robert Burns.

The SORP Education and Professional Development Committee focuses on promoting learning and professional development opportunities for young and established outdoor recreation professionals. Each year, the Education and Professional Development committee selects qualified students and awards conference scholarships to attend SORP's annual National Outdoor Recreation Conference (NORC). At the 2013 NORC conference, 11 student conference scholarships were awarded to undergraduate and graduate students representing seven U.S. universities and three international universities (see photos at right). Each year, our student scholar applicant pool expands, which is an encouraging sign that more young professionals are looking to SORP for leadership and networking opportunities. Another reflection of SORP's commitment to reaching out to young professionals was reappointing Charlynn Smith, from North Carolina State University, to serve as SORP's student liaison and non-voting board member.

In recent years, Education and Professional Development responsibilities have expanded to include management of the education related pages on the SORP website and coordinating a broader range of education and professional development related projects and opportunities. SORP's website will soon feature a list and links to a wide variety of academic/university programs that relate to outdoor recreation, tourism, and natural resource programs that outdoor recreational professionals rely on. In 2014, the committee plans to partner with the National Recreation and Parks Association to secure accreditation for academic programs that offer coursework related to recreation resource planning.

One of the committee's more notable accomplishments has included expanding professional development opportunities for SORP members via webinars. In 2013, SORP partnered with outdoor recreation professionals from around the country to conduct three webinars related to Statewide Comprehensive Outdoor Recreation Plan (SCORP) Survey Techniques, Collaboration and Public Participation, and Alternative Development and Analysis Methodology. These webinars were attended by over 300 participants.

## Goals for the coming year are:

- Continue to expand opportunities for involving and engaging aspiring outdoor recreation professionals at the annual SORP conference and through other means.
- Explore accreditation for recreation resource planning academic programs through the Council on Accreditation.
- Develop a new SORP webpage featuring education and professional development resources.
- Provide opportunities for professional development to SORP membership.
- Seek additional sources of funding for our SORP Scholarship Fund.

***“In 2013, SORP partnered with outdoor recreation professionals to conduct three webinars. These webinars were attended by over 300 participants.”***



## 2013 Student Scholarship Recipients



**Zizi Moneer**  
Freiburg University, Germany



**Christine Carmichael**  
Michigan State  
University



**Shiva Pandey**  
University of Southern  
Queensland, Australia



**Morgan Bartos**  
Central Michigan University



**Nicky Wu**  
Michigan State University



**Wei-Lun Tsai**  
North Carolina State University



**Sarah Etter**  
University of Wisconsin,  
Stevens Point



**Emily Lauderdale**  
University of Michigan



**Mike Ferguson**  
Penn State University



**Silvia Kainzinger**  
West Virginia University



**Sam Martin**  
Colorado State University



# Membership and Communications Report

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By Jean Akers

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

In 2013, the M&C Committee worked across several target areas to facilitate the enhancement of membership benefits and services, and to consider methods for improving communications through a variety of platforms.

**Logo/brand Identity.** The committee's primary focus in 2013 was managing the development of a new logo and graphic identity. The M&C committee was also charged with incorporating the new look into SORP's various media products and developing plans to promote SORP's new identity. The project included a graphic standards manual to ensure the integrity of the brand across all platforms.

**Membership.** Discussions continued regarding the best ways to articulate the values of membership and comparative reviews of other organizations' member benefits.

- Introduced an outdoor gear pro deal for members.
- Differentiation of member and non-member benefits to reinforce the value of becoming a member. This difference includes: conference registration discount, e-newsletter subscription, free webinars, pro deal, and access to the online membership directory.
- New members receive a personal email from a board member to welcome them to SORP and discover their motivation for joining.
- An increase in annual membership dues was recommended to the board and approved, raising the individual rate from \$80 to \$85 and the student retiree rate from \$35 to \$38.
- Lifecycle considerations: a broader topic about the relationship of services, value, recruitment/retention - for a more holistic approach to membership management.

## **Web-based social networking opportunities.**

- Maintenance of the Facebook and LinkedIn pages.
- Continue to evaluate potential benefits of joining Reclink.
- Revise the website to reflect transition to the organization's new identity.

**Marketing and Communications.** The M&C committee raised the need for a more intentional communications plan for all SORP activities:

- A calendar was developed to coordinate the timing of communications amongst all SORP programs.
- A new internal work planning approach that ensures all SORP activities implement the mission.

## **Goals for the coming year are:**

- Consider adding "corporate" and "lifetime" membership categories.
- Determine how to plan and incorporate the Lifecycle concepts and address retention issues, member benefits, etc.



## Membership and Communications, continued

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- Institute regular membership surveys to evaluate performance, member benefits, training needs, strategies, etc.
- Develop strategies to improve membership retention rates from 73% to 80%.
- Quantify all SORP benefits and differentiate between “free” SORP resources and member-only resources.
- Determine what website pages should be for SORP members only.
- Institute recognition for long-term members.
- Review procedures for contacting lapsed members and institute an exit interview to understand reasons for non-renewal.

## Development Report

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**By Glenn Haas**

**Committee Members:** Glenn Haas (Chair), Peter Biermeier, Drew Stoll, Sergio Capozzi and David Dahlquist

The SORP Development Committee is divided into three functions: policy development, financial development and board development. 2013 was a productive year.

After several conference sessions, numerous meetings, conference calls, and much consideration, the SORP Board submitted its third policy paper to the Secretary of the Interior in September 2013, titled “The 2015 Land and Water Conservation Fund Act---Adapting the Landmark 1965 LWCF to Meet the Outdoor Recreation Needs for all Americans”. It is noteworthy that the paper does not dwell on how much money should be appropriated to the LWCF each year or the split between federal and state side allocations, but rather SORP proposes a fundamental restructuring of the program to meet the needs of our citizens for the next 50 years. The report is substantive in that it reminds our profession of the historical context and intent of the 1965 LWCF legislation, provides a platform of core values to guide the future program, and then crafts the SORP recommendations in the form of draft 2015 LWCF legislation.

The Development Committee worked on financial development in several ways. It reframed the 2013 SORP Sponsorship program to seek organizational sponsors with benefits that extend beyond conference, such as ads on the website and newsletter. The different tiers of sponsorship offer increasing degrees of exposure to our audience based on the contribution. Active Network, Hunter Kneppshield and Sagamore Publishing continue to be our biggest supporters. More than \$19,000 of sponsorships and donations, including exhibitors at the conference, was secured in 2013.

Board development is considered very important to “growing” an organization. A modest level of effort was allocated to searching for professional non-profit development firms who might diagnose and recommend strategic improvements to the SORP Board, as well as searching for foundations who support “capacity-building” grants for environmental non-profits. Much work needs to be done, but unfortunately no specific accomplishments can be heralded in 2013.



## 2013 Awards Program

By Wayne Sames

**Committee Members:** Wayne Sames (Chair), Scott Babcock, Glenn Haas and Teresa Penbrooke

The Board discussed the awards categories and schedule during the 2012 fall board meeting in Traverse City, Michigan. Interest was expressed in broadening the types of projects that might be considered for awards. Consensus was reached on selecting the Outdoor Industry Association to receive the National Recreation Resources Leadership Award. Some possible candidates for the Distinguished Service Award were discussed. The Committee was instructed to begin soliciting nominations for the Distinguished Service and Project Excellence Awards.

A request for nominations was sent out in December, 2012. In response to the Board discussion in November, the awards descriptions were expanded to include a broader range of outdoor recreation professionals and projects. Six nominations were received for the Distinguished Service Award and fourteen for the Project Excellence Award (one of which was later withdrawn).

### Goals for the coming year are:

- The new committee should review the new "Project Excellence Award" category and discuss if any changes are necessary.
- The award nomination forms should be reviewed for any possible changes. One suggested addition would be to add a line for the nominees' standard mailing address. This would make it easier to contact the successful nominees.
- The Board should continue to schedule discussion of the awards process in general and the potential nominees for the National Recreation Resources Leadership Award no later than the fall meeting.
- Bob Reinhardt, retired board member and master woodworker, should be contacted early in the process to determine whether he is still interested in overseeing production of the award plaques.
- The issue of how many awards to give out each year should be revisited. This year, there was a target of three Distinguished Service Awards and three Project Excellence Awards. A fourth Project Excellence Award recommended by the committee was specifically approved by the Board.
- Some carry-over in membership in the Awards Committee would be helpful to ensure a level of consistency and efficiency in the process from year to year.

Join us in Annapolis, Maryland for the  
2015 National Outdoor Recreation Conference



## 2013 Award Recipients

### National Recreation Resources Leadership Award

**The Outdoor Industry Association (OIA)** was founded in 1989 by outdoor industry professionals to preserve and promote standards for their industry. In addition to this core mission, the OIA works with more than 4,000 members to advocate for issues critical to the future of the outdoor industry; build stronger business leaders; and celebrate, inspire and grow the active outdoor community. Among many other relevant activities, the OIA has supported full funding for the federal Land and Water Conservation Fund, promoted youth participation in the outdoors, and has been an active and important national leader on a wide range of outdoor recreation issues.

### Distinguished Service Awards

**Dr. Lowell Caneday**, Regents Professor, Oklahoma State University. During his 32 year career at Oklahoma State University Dr. Caneday has instructed hundreds of future outdoor recreation professionals and served on or chaired about 200 masters thesis and doctoral dissertation committees. He has also completed hundreds of presentations, research reports, monographs and publications. His numerous administrative roles include Associate Dean of both Graduate Programs and Undergraduate Programs.

Dr. Caneday has received numerous awards, including three separate awards as the university's Outstanding Faculty Member. He is a devoted advocate for the outdoor recreation profession and the benefits of outdoor recreation for everyone.



**Robert A. Fonte**, Director, Stark County (Ohio) Park District. Mr. Fonte was nominated by his staff for his "... exceptional advocacy and leadership since 1994 that has transformed the Stark County Park District from a 4-park, 400-acre district to a district providing 14 parks with 4 lakes, 7,500 acres, 80 miles of multi-use trails, including 25 miles of the historic Ohio & Erie Canal Towpath Trail, and hundreds of educational programs." Annual revenues increased from \$750,000 to over \$7 million as a result of four countywide park levies approved by voters during his tenure. A park commissioner noted: "His visionary leadership and emphasis on long-range planning leaves no doubt that Stark Parks will continue to be an asset to our community."



**Dusty Shultz**, Superintendent, Sleeping Bear Dunes National Lakeshore. During her amazing 40 year career with the National Park Service, Superintendent Shultz has worked her way up the ladder from a high school summer job with the Allegheny Portage Railroad National Historic Site to superintendent of four different National Park Service units. She was the first female superintendent at three of those units, including Sleeping Bear Dunes. She has also served on numerous committees, panels and boards; taught classes for the NPS; managed special programs; and has been involved in local community and civic efforts wherever she has lived and worked. While crediting those who have helped her in her career, she is quick to point out the importance of mentoring others as they strive to advance their careers.



## 2013 Award Recipients, continued

### Project Excellence Awards



**Michigan Department of Natural Resources and Partners** – North Eastern State Trail. This 71 mile Michigan rail trail connecting 11 rural communities in the northeastern tip of the Lower Peninsula of Michigan was a project of true collaboration among the Michigan Departments of Natural Resources and Transportation, the Top of Michigan Trails Council, and local governments. It is the longest trail in the regional system and offers an extended journey for snowmobilers, hikers, cyclists and equestrians through some of the most remote and unpopulated regions of the state.

**The Maryland-National Capital Park and Planning Commission**, (M-NCPPC) Montgomery Parks; Montgomery County Department of Recreation; and GreenPlay, LLC – Vision 2030 Strategic Plan and 2012 Parks, Recreation and Open Space Plan, Montgomery County, Maryland. The 2030 Strategic Plan, along with the 2012 Parks, Recreation, and Open Space (PROS) Plan, includes both an innovative, long-term vision component and a practical, analysis-based implementation component to guide the two agencies in meeting the needs of one of the fastest growing and urbanizing communities in the country. The planning process was one of problem solving, innovation and creativity, and collaborative team planning. The Strategic Plan provides the vision, goals, objectives and action items that will shape the parks and recreation system for years to come. The PROS Plan gives planners and decision-makers the tools they need for an urbanizing county.



**Jeffco Parks and Open Space, Jefferson County, Colorado** – Elk Meadow Park Dog Off-leash Area. An informal dog-training ground that grew into a 107-acre dog off-leash area was at risk of being “loved to death”. A concerted effort by Jefferson County Open Space staff and stewardship-minded teens and volunteers resulted in the installation of 3.2 miles of designated trails, sustainable water crossings, and amenities for 2 and 4-legged visitors. This helped control erosion, trespassing, hazards and confusion for visitors. All of this was completed two years ahead of schedule. Community engagement was a key to the success of the project and feedback has been overwhelmingly positive.

**Missouri State Parks** – Trail Inventory Database and “Trails of Missouri State Parks” book. The database and book will provide better customer service, fulfill internal management needs and provide an outstanding trail guide, all of which is the result of collective staff ingenuity. An exhaustive and complete inventory resulted in the development of a groundbreaking database that contains information, images and maps of every trail within the system. This data is used for a variety of planning, development and management purposes. The beautifully illustrated book responds to visitor demand for more detailed trail information.





## The National Park Service & SCORP Partnership

By Patricia Gillespie, NPS Liaison to SCORP

The National Park Service made four major contributions to SCORP this year:

1. **2013 SCORP Excellence Award:** Patricia Gillespie coordinated the National Park Service nomination process for this award. A call for nominations was made to the NPS regions in November 2012 to nominate 1-2 SCORPs for national review by the SCORP excellence review team. NPS team members, Patricia Gillespie, Elisabeth Fondriest, Alexis John and Megan Lang, reviewed each of the nominations against criteria for SCORP excellence, forwarded the finalists to SCORP for consideration, and collaborated on selecting successful nominee. The NPS and SCORP gave the award to the State of Wisconsin. Jeffrey Prey and Peter Biermeier represented the State in accepting the award—see photo below.
2. **SCORP University:** Patricia Gillespie coordinated the second annual SCORP University, a three hour session held as a pre-conference program dedicated to SCORP-related topics. Several presentations were made, best practices shared, and ample time for questions and answers was provided.
3. **2013 National Outdoor Recreation Conference:** Patricia Gillespie provided substantial organizational and coordination services in the design and delivery of four field workshops for the 2013 National Outdoor Recreation Conference in Traverse City, MI including a session at the famous Sleeping Bear Dunes National Lakeshore. A special thanks to Sleeping Bear Dunes National Lakeshore Superintendent Dusty Shultz and Deputy Superintendent Thomas Ulrich, and Barbara Nelson-Jameson, NPS Rivers, Trails, and Conservation Assistance Program.
4. **Webinar Panelist:** Patricia Gillespie served as a panelist for the SCORP Webinar about “Surveys and Outdoor Recreation Planning” offering her thoughts about the effective use of surveys in SCORP planning and lessons learned.



*Sergio Capozzi, Jeff Prey, Peter Biermeier, and Joel Lynch*



## 2014 Conference Preview: San Francisco, California

### *"Thriving in a New Economic Reality"*

May 13-16, 2014

#### Venue and Lodging

The conference will be held at the Holiday Inn Fisherman's Wharf in San Francisco, California — [www.hifishermanswharf.com](http://www.hifishermanswharf.com)

The deadline for the group room rate is April 12. To make a reservation, call 1-800-942-7348 and ask for the "2014 National Outdoor Recreation Conference" rate, which is \$155 plus tax and fees.

#### Registration Fees

##### Early Bird Rates available through April 18

\$385 - Member, Full Conference  
\$500 - Non-member, Full Conference  
\$250 - Student, Full Conference  
\$175 - One-day Registration

##### Registration after April 18

\$500 - Member, Full Conference  
\$600 - Non-member, Full Conference  
\$250 - Student, Full Conference  
\$175 - One-day Registration

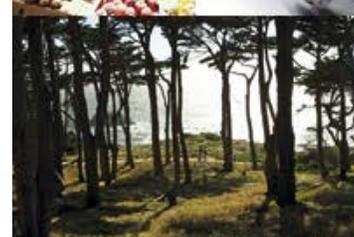
Guest tickets for the field workshop are available for \$75 each.

#### Support the Conference with a Sponsorship

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.](#)

#### Who Should Attend?

- City, county, state and federal outdoor recreation and related resource planners, managers, researchers and administrators
- Public agency decision makers and policy makers
- International professionals and academicians
- Private sector planning and design consultants
- Conservancies and land trusts
- University faculty and students





# 2014 Conference Preview

## Program at a Glance

### *Tuesday, May 13th*

#### Optional Morning Sessions

- SCORP University
- Accessibility Summit for Outdoor Developed Areas
- Tread Trainer Course Overview (extra fee applies)

#### Afternoon Plenary Sessions

- Welcome and Opening Comments
- Elizabeth Goldstein, President of California State Parks Foundation
- How Research Can Help Park and Outdoor Recreation Professionals Thrive in the New Economic Reality, Robert Manning, Professor University of Vermont
- Golden Gate NRA and Conservancy Plenary, Frank Dean, Superintendent of the Golden Gate National Recreation Area
- Opening Reception with Sponsors and Poster Presentations



### *Wednesday, May 14th*

#### Morning Concurrent Sessions

- Access to Public Lands
- Balancing Public Access Demands with Conservation Requirements on Protected Lands in the San Francisco Bay Area
- The State of Our Parks Data - PADUS, LWCF, SCORPs and More Crucial Acronyms
- Integrating Time and Space in Estimating Recreation Demand for USACE's Recreation Projects
- Integrating Volunteered GIS in spatial data production for park and recreation management – An example of USACE's Visitation Estimation & Reporting System Modernization
- Innovative OHV Recreation Solutions in California
- Expanding our understanding of visitor displacement: Voluntary and involuntary. Does the difference matter?
- Regulating commercial tourism in Victorian National Parks
- Innovative Technology for Bringing Parks to People
- A Road Runs Through It
- Public Trail Development with a Large Private Landowner: a Look at Trail Development in Maine's Moosehead Lake Region
- Conducting Economic Impact Studies: Lessons Learned from the 2013 North Carolina State Parks Project
- Seeking public input through online survey for a resources management plan
- Economics of Outdoor Recreation – A Virginia Perspective

#### Afternoon Concurrent Sessions

- The Business of Public Recreation: Lessons from the Field, Opportunities and Challenges for Economic Sustainability
- Nurturing the Promise of California's Next Generation of Recreation Professionals: "Taking California's Youth from Play to Policy"
- Practical Strategies for Recalibrating Parks and Recreation Services: Staying Vibrant and Relevant in a Time of Change
- Repositioning State Parks and Recreation – A review of Montana's efforts to create a new reality



## 2014 Conference Preview

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- Benchmarking: The Art of Talking to People on Benches in an Effort to Keep Them Happy
- Many Motors and Methods: Visits and Visitors at the California State Park State Vehicle Recreation Areas
- Overcoming to odds – Successful Partnerships of Interagency Team Makes History
- Working Across Agency Lines to Improve Visitor Use Management
- Sustainable Outcomes: The future of Outdoor Recreation in our Nation's Forests and Grasslands
- Making it count: Land Use Planning with Alberta's Recreation and Tourism Resource Data System
- Arizona State Parks: Creating Business Opportunities from Economic Challenges
- Leveraging Third Parties to Reach More Digital Outdoor Recreation Consumers

Student Recognition and Scholarship Auction

### ***Thursday, May 15th***

#### **Field Workshop - The Presidio Trust: a Different Kind of Model**

The Presidio has a rich history spanning back to the time of the native Ohlone people. The Spanish arrived in 1776 to establish the northernmost outpost of their empire in western North America. The Presidio fell under Mexican rule for 24 years before the U.S. Army took control in 1846. Over 148 years, the U.S. Army transformed the Presidio grounds from mostly windswept dunes and scrub to a verdant, preeminent military post. Since 1994, the Presidio has been a part of the Golden Gate National Recreation Area.

There will be four educational stops on the field workshop day. Craig Middleton, Executive Director of the Presidio Trust, will be the luncheon speaker and provide a behind the scenes look at the financing of the trust.

### ***Friday, May 16th***

#### **Morning Concurrent Sessions**

- The US Army Warrior Adventure Quest Program
- Moving towards an outdoor recreation based economy: A collaborative effort in Elkhorn City, Kentucky
- Creating Lasting Culture Change through Economic Development Initiatives and Recreation on the Lower Mississippi River
- New community-based recreation approaches at America's largest landlord – a case study of the Salem District Bureau of Land Management
- Building a Powerful Partnership: Trust and Collaboration between Large and Small Agencies
- Building Your Plan for Community Engagement and Outreach
- Finding Balance between Outdoor Recreation and Resource Protection with Shrinking Budgets and Growing Complexities
- Tales of River Trails: Creating Outdoor Opportunities along Waterways in Tough Economic Times
- Partnering to get the job done
- Economic Impact and Partnerships of Ski Resorts in California
- Digital Outdoor Recreation Planning Tool Improves Efficiency and Cross Agency Communication: A Case Study in Metro Vancouver, Canada

#### **Afternoon Plenary Sessions**

- SORP Awards Presentation
- The National Outdoor Recreation Outlook Forum, Hosted by San Francisco State University
- Hosted Reception by San Francisco State University



SOCIETY OF  
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## Outdoor Recreation Planning Textbook Update

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**By Robert Burns**

The Outdoor Recreation Planning textbook should be published in 2014. At present the book is being edited. SORP will make an announcement once it is available. Here's a sneak peak at the chapter titles and authors.

**Prologue** (H. Ken Cordell PhD)

**Foreword** (Robert Burns PhD)

**Chapter 1:** Introduction (John M. Baas PhD, Glenn E. Haas PhD)

**Chapter 2:** Overview of the General Planning Process (John M. Baas PhD)

**Chapter 3:** Recreation Resource Inventories and Studies (Sergio Capozzi and Michael Taylor PhD)

**Chapter 4:** GIS Applications (J. Adam Becco PhD, Jeffrey Hallo PhD, Robert Manning PhD, Jean Akers, Steve Duh, Charlyne Smith, Chelsey-Walden Schreiner, Yu-Fai Leung PhD)

**Chapter 5:** Estimating Recreation Supply and Demand (John M. Baas PhD, Glenn E. Haas PhD, Margaret Bailey)

**Chapter 6:** Collaborative Planning and Public Participation: Emerging Design and Strategy (Cindy Mendoza, Steve Selin PhD)

**Chapter 7:** Alternatives Development & Analysis (Margaret Bailey, Mimi Mather, Heidi West)

**Chapter 8:** Managing the Recreation Planning Process (Robert Burns PhD)

**Chapter 9:** Planning and Decision-Making (Laurie Harmon PhD, Glenn E. Haas PhD)

**Chapter 10:** Plan Implementation (Steve Cohn PhD, Chad Pierskalla PhD)

**Chapter 11:** International Perspectives (Arne Arneburger PhD, Eick von Ruschkowski PhD, Robert C. Burns PhD)

**Chapter 12:** Emerging Issues in Recreation Resource Planning (John Baas, Ted Eubanks, Doug Whittaker, Bo Shelby)

**Chapter 13:** Overview of the State Comprehensive Recreation Planning Process (Terry R. Bergerson, Kreg A. Lindberg PhD, Robert Burns PhD, Alan R. Graefe PhD, Randall S. Rosenberger, PhD, Elizabeth Covelli PhD )

**Epilogue** (Robert Manning PhD)

*Providing National Leadership and Services for Advancing the Outdoor Recreation Profession*