



2014 Annual Report

From the President

By Sergio Capozzi

It's been another year of growth and excitement for SORP. From a growing and engaged membership to the outstanding National Outdoor Recreation Conference in San Francisco, 2014 was another awesome year for SORP. Of course, none of these accomplishments would be possible if it weren't for our dedicated board members, vital partners, and our loyal members. Thanks to all of you who make SORP the best professional organization it can be! Let's keep the enthusiasm rolling and continue our essential job of making conservation relevant to the public through safe and rewarding outdoor recreation experiences.



I also want to take this opportunity to thank Jeffco Parks and Open Space (Jefferson County, Colorado). During the Board's annual Fall Planning Meeting (held this past year in Denver, CO), we had the opportunity to visit Jeffco's award-winning Elk Meadow Park Dog Off-Leash Area (the first time the Board has visited one of our award-winning projects). Jeffco transformed a 107-acre informal dog off-leash area into this amazing dog park that provides more than 3 miles of designated trails and other off-leash opportunities while promoting visitor (and dog!) safety and minimizing ecological damage. This park received SORP's Project Excellence Award in 2013 in large part because of its innovative design and community engagement process. I want to thank Jeffco's staff for spending time with the Board and giving us the opportunity to experience this award-winning park first hand! I know that there are many, many other projects out there worthy of recognition, and I would encourage all of our members to continue to nominate your innovative projects for one of SORP's annual awards.

In 2015 we commemorate the past 50 years of outdoor recreation and look forward to another 50 years of incredible progress and innovation for outdoor recreation and conservation. Fifty years ago President Lyndon B. Johnson signed the Land and Water Conservation Fund (LWCF) and Wilderness Acts

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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, cont.

into law. These two visionary and landmark pieces of legislation transformed the outdoor recreation landscape in the United States for citizens and visitors alike. In an effort to stimulate discussion and in anticipation of a 2015 LWCF Act, SORP recently authored a position paper on LWCF that not only lays out the historic context of the Act, but also focuses on its core values and potential enhancements (the report is available on SORP's webpage).

From our local parks just down the street to our majestic state and federally-managed landscapes, LWCF has facilitated the essential fabric of parks and outdoor recreation areas in America. As I wrote last year, everyone who cares about outdoor recreation and conservation should agree that our country is a much better place with the LWCF than without it. The time has come for all of use who value the outdoors to recognize the successes of the current LWCF and to rally behind a new and reinvigorated LWCF for the next 50 years. We must acknowledge that nearly every county in the U.S. has been touched by the LWCF State-side program, and that thousands of acres have been secured through the Federal-side program to help ensure and provide public access to our lands and waters. The benefits of both "sides" of the LWCF to the health and vitality of the American public are immeasurable. Beyond reauthorization, a new LWCF Act should recognize the successes of the past 50 years and present an enhanced legislative framework that is nimble and innovative enough to address the challenges and opportunities of the 21st century landscape of outdoor recreation and conservation in America (not to mention it should also be fully funded!). Let's hope our elected officials hear and understand this important message, and pass a 2015 LWCF!

The LWCF and the future of outdoor recreation will be a focus of this year's [National Outdoor Recreation Conference](#) in Annapolis, Maryland (April 12 – 16, 2015). I encourage all outdoor recreation professionals to come join the conversation and share your input on LWCF and other relevant outdoor recreation topics. Speaking of the National Outdoor Recreation Conference, we are putting on this year's conference in cooperation with the Northeastern Recreation Research (NERR) Symposium. Partnering with NERR allows SORP to strengthen its ties with academic programs with an outdoor and conservation focus, while also expanding our efforts to help foster the next generation of outdoor recreation professionals.

I hope to see you all at this year's National Outdoor Recreation Conference in Annapolis, MD. If you're unable to attend the conference, I hope you take advantage of SORP's ongoing webinar series, unparalleled online resources, and networking opportunities.

And as always, if you have any thoughts or ideas on how SORP can strengthen its benefits to members and the greater outdoor recreation profession, please don't hesitate to contact me or another Board member.



Elk Meadow Park Dog Off-Leash Area



2014-15 SORP Board of Directors



Back L-R - Darren Goodding (Vice President of Development), Rick Just (At-large Rep), Mary Donze (Vice President of Operations), Margaret Bailey (At-large Rep)

Middle L-R - Janit Llewellyn Allen (At-large Rep), Rachel Franchina (At-large Rep), Jean Akers (At-large Rep)

Front L-R - Chad Schneckenburger (Secretary), Drew Stoll (Treasurer), Sergio Capozzi (President), Brenda Adams-Weyant (Association Manager)

Not Pictured - Robert Burns (At-large Rep)

Providing National Leadership and Services for Advancing the Outdoor Recreation Profession



Financial Reports

Balance Sheet

As of December 31, 2014

	Total
ASSETS	
Current Assets	
Bank Accounts	
U.S. Bank Checking	17,541.75
U.S. Bank Money Market	35,172.79
Total Bank Accounts	\$52,714.54
Other current assets	
Endowment (at FMV)	27,243.38
Total Other current assets	\$27,243.38
Total Current Assets	\$79,957.92
Total Assets	\$79,957.92
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
US Bank Credit Card	1,059.52
Total Credit Cards	\$1,059.52
Total Current Liabilities	\$1,059.52
Total Liabilities	\$1,059.52
EQUITY	
Retained Earnings	97,320.90
Net Income	(18,422.50)
Total Equity	\$78,898.40
TOTAL LIABILITIES AND EQUITY	\$79,957.92



Annapolis Maritime Museum

Profit & Loss Report

January - December 2014

	Total
INCOME	
Annual Conference	59,755.00
Dividend Income	112.67
Fundraising	1,695.00
Interest Income	59.26
Membership Dues	26,135.00
Other Income	24.42
Student Scholarship	4,167.95
Webinar	1,840.00
Total Income	\$93,789.30
EXPENSES	
Advertising/Promotional	2,754.60
Awards	406.47
Bank Charges	3,364.31
Board Travel	8,959.26
Conference	53,934.19
Insurance	842.00
Management Services	19,421.34
Office Supplies	392.18
Other Association Memberships	100.00
Other Miscellaneous Service Cost	24.99
Postage and Shipping	377.05
Printing	74.44
Professional Services	1,000.00
Scholarship	5,500.00
Telephone	180.28
Web services	6,817.56
Total Expenses	\$104,148.67
Net Operating Income	(\$10,359.37)
OTHER INCOME	
Realized/Unrealized Gain/Loss	585.70
Net Other Income	\$585.70
NET INCOME	(\$9,773.67)



Audit Report

By Sergio Capozzi

Committee Members: Sergio Capozzi (Chair), Darren Goodding, Mary Donze, Chad Schneckenger, and Drew Stoll

The Audit Committee met during the annual SORP Fall Planning Meeting, which was held in Denver, CO, in October 2014. The committee reviewed financial statements and other fiscal-related records, and asked the Treasurer (Drew) about the overall financial health of the organization. In general, the committee found no major concerns with the financial operation, cash flow and balances, and accounting practices of the organization.

In an effort to enhance the financial oversight of the organization, the committee also discussed the following:

- ◆ **Creating more detailed internal audit procedures** – while the current Policies and Procedure Manual identifies the need for an internal audit, it lacks the detail needed to actually guide this process. To help future Audit Committees, the current committee discussed the need to develop formalized procedures on the steps and actions that should be performed during the annual internal audit. The Vice President of Development (Darren) volunteered to develop a draft set of procedures for the annual internal audit.
- ◆ **Developing an Annual Financial Continuity Checklist** – to help streamline and provide greater continuity for the Treasurer position, the Audit Committee discussed the need to create a specific set of monthly, periodic, and annual tasks that fall under the Treasurer's duties and responsibilities. The list will help ensure that important financial tasks and deadlines are not missed, in particular when a new member steps into the Treasurer position. The current Treasurer (Drew) volunteered to develop this financial continuity checklist.
- ◆ **Identifying and using an external accountant for tax preparation and filing** – the committee recognized the need to have a tax professional prepare the organization's annual tax returns. The Treasurer (Drew) and Association Manager (Brenda) agreed to look into accountant options (focusing on those with non-profit experience) to help with the organization's taxes.
- ◆ **Scheduling an external audit** – the Strategic Plan, as well as the Policies and Procedures Manual, identifies the need for periodic external audits of the organization. The Audit Committee felt that the timing was appropriate to initiate this periodic external audit. The committee asked the Finance Committee (including the Treasurer) to look into options for an external financial audit.

Strategic Plan Update

By Mary Donze

At the 2014 fall meeting of the SORP Board of Directors, the [5 year strategic plan](#) for the association was reviewed and updated. It was approved at the December 9 board meeting.

The strategic plan details the mission, vision and goals/objectives of the association as well as the key activities and actions to meet the stated goals and objectives in the forthcoming five-year period. In addition to providing a management framework for the Society, the five-year Strategic Plan also serves as a communication tool to members, the profession, and potential funders.

There are 6 major goals categories: Communication and Marketing, Membership, Professional Development and Education, Financial Strategy, Strategic Partnerships and Operations. A few major activities for the next year will include the development of a marketing plan, continuing to collaborate with the National Park Service to host the SCORP University at the National Outdoor Recreation Conference and providing additional professional webinars. Membership recruitment and retention remains a high priority.

Education and Professional Development Committee Report

By Chad Schneckenburger

Committee Members: Chad Schneckenburger (chair), Steve Holland, Mike Bradley, Michael Ferguson, Jean Akers, Janit Llewellyn-Allen, Margaret Bailey, and Elise Gatti

The SORP Education and Professional Development Committee focuses on promoting learning and professional development opportunities for emerging and established outdoor recreation professionals. Each year, the committee selects students to receive scholarships to attend SORP's National Outdoor Recreation Conference. At the 2014 conference in San Francisco, CA, 10 student conference scholarships were awarded to undergraduate and graduate students representing eight different universities throughout the U.S. (see photos at right). Our conference auctions and SORP gear sales raised \$4167 for student scholarships. Each year, our applicant pool grows, attracting students with a range of degree specializations that involve outdoor recreation and active living. This encouraging sign indicates that more emerging professionals are looking to SORP for professional development opportunities and that SORP continues to be the recognized leader in the outdoor recreation profession on university campuses around the nation, as well as abroad.

Another reflection of SORP's commitment to emerging professionals is the continued involvement of student representatives on the SORP Board of Directors. There was an overwhelming interest in the student delegate position this year, and the Board determined that Elise Gatti from the University of Utah and Mike Ferguson from Penn State University would provide a unique and fresh student perspective on the issues that SORP deals with on a regular basis.

The committee continues to search for ways to provide a broader range of professional development opportunities. For several years we have been working with the National Recreation and Park Association to secure accreditation for academic programs that offer recreation resource planning coursework.

The committee has expanded its offering of continuing education credits at the annual conference through partnership with the American Planning Association. Another professional development opportunity that has been well received is the SORP webinar series. Now in its third year, SORP offers at least three webinars per year on a wide range of outdoor recreation topics. Topics in 2014 included *International Outdoor Recreation Planning Perspectives*; *GIS Applications in Outdoor Recreation Planning*; and *Creating "Best-of-the-Best" OHV Recreation Experiences*. Potential upcoming topics for 2015 include *Evolving Market Trends for Outdoor Recreation Professionals*; *Rural Communities and Outdoor Recreation as an Economic Driver*; and *Outdoor Recreation and Social Media*.

Lastly, the committee was excited to roll out the New Professional Conference Scholarship in 2015. This scholarship is geared towards new outdoor recreation professionals to provide them an avenue to attend the Conference, where they can engage in networking opportunities, learn valuable skill sets and to prepare them to be the future leaders in this profession. Our fundraising efforts at the close of 2015 raised \$1695 for this new conference scholarship.

Education and Professional Development Committee Goals for the coming year are:

- ◆ Continue to expand opportunities for involving and engaging emerging outdoor recreation professionals at the National Outdoor Recreation Conference and through other means.
- ◆ Finalize the accreditation process for academic programs specializing in recreation resource planning through the NRPA Council on Accreditation.
- ◆ Collaborate with the Membership and Communications Committee to establish an Education and Professional Development tab on the SORP webpage.
- ◆ Provide opportunities for professional development.
- ◆ Seek additional sources of funding for our scholarship funds.



2014 Student Scholarship Recipients



Darren Goodding
Oregon State University



Elise Gatti
University of Utah



Matt Whitlow
North Carolina State University



Tian Guo
North Carolina State University



Alex Schleuter
*University of Minnesota,
Twin Cities*



Trevor Rice
San Francisco State University



Bryant Wright
University of Alaska Fairbanks



Zach Miller—*Clemson University*



Matt Scaccia
University of Maine



Sam Dussell
Oregon State University



Membership and Communications Committee Report

By Rachel Franchina

Committee Members: Rachel Franchina (Chair), Jean Akers, Brenda Adams-Weyant, Sharon Wright, Mark Young, Maren Murphy, and Mary Donze.

The M&C committee is responsible for developing a strategy and schedule for association communications, developing strategies to recruit and retain members, and recommending member services and benefits.

In 2014, the M&C Committee focused on implementing the 2014-2018 SORP Strategic Plan, including:

- ◆ *Implementing a consistent brand across all SORP products.* The committee continued to ensure a consistent look and feel by using the SORP logo on various products, including items sold at conference.
- ◆ *Increasing our understanding of prospective members.* In April 2014, SORP conducted a “Pulse of the Membership” survey to understand current members, including length of membership, if their employer/agency pays membership dues, use of the SORP website, and additional resources and information members would like to see on the website and in the newsletter.
- ◆ *Developing an annual communication plan to allow us to think strategically about the timing of our communications.* The committee developed an annual communication schedule and discussed the use of the SORP website and social media in communications. The committee and board have limited expertise with social media and identified the need to develop a strategic marketing plan to direct communications.
- ◆ *Quantifying the benefits of SORP membership and distinguishing between free and member-only benefits.* The committee identified several member benefits, including:
 - Webinars (free to members, \$45 for non-members)
 - Conference discount (\$100)
 - Outdoor gear pro deal (40% off several name brands)
 - Weekly e-newsletter
 - Directory of technical resources
 - SCORP training
- ◆ In addition, the committee identified what to move to the member-only area of the SORP website.
 - Technical resource library
 - SCORP library
 - Conference proceedings archive
 - SORP webinar archive
 - Membership directory

Join us in Boise, Idaho for the 2016 National
Outdoor Recreation Conference.
Co-hosted with the River Management Society.



Membership and Communications, cont.

- ◆ Developing a marketing strategy to guide communications. The committee and SORP board identified the purpose of a marketing/communications strategy, which is to demonstrate the value of SORP membership to recruit new members and retain existing members. Considerations of the marketing/communications to align with SORP goals include:
 - Maximize the use of social media platforms e.g. Facebook, Twitter and LinkedIn SORP discussion group (tutorials/training available to effectively reach target audience and enhance member engagement including Gen X and Millennials).
 - Create an online networking forum for members to address issues, share best practices and relevant information regarding outdoor recreation planning and management.
 - Cross market with organizations with related missions and goals, e.g. webinars, cross promotion of conferences via website, etc.
 - Online discussion forums.
 - Testimonials from a diverse group of SORP members, e.g. “The Voices of Outdoor Recreation Professionals”.
 - Expand SORP’s reach and impact by integrating health, outdoor education, green energy, and sustainability into outdoor recreation planning and management.

In 2015, the committee will continue implementing the SORP Strategic Plan by focusing on the following tasks:

- ◆ Continue to develop a marketing/communications strategy by working with an organization and/or university, and implement recommendations for marketing and communications.
- ◆ Enhance the e-newsletter, including providing meaningful information and opportunities for students through the newsletter and using the newsletter as a tool for recruiting new members.
- ◆ Conduct market research on prospective members and young professionals.
- ◆ Actively determine how to plan and incorporate the Lifecycle concepts to address retention issues, member benefits, etc.
- ◆ Develop strategies to improve the diversity of membership.





Development Committee Report

By Darren Goodding

Committee Members: Darren Goodding (Chair), Sergio Capozzi, Drew Stoll, Paul Purman, and Mark Young

The SORP Development Committee is divided into three functions: policy development, financial development and board development.

On the policy front, SORP continues to push for a new and enhanced Land and Water Conservation Fund (LWCF) Act. Our white paper on strengthening the LWCF to address the opportunities and challenges of the next 50 years is available on our website (<http://www.recpro.org/sorp-reports>). We encourage all of our members to share this report, and to help foster the discussion and authorization of a new LWCF in 2015.

The Development Committee, in cooperation with the Conference Committee and SORP Board, secured more than \$3,000 in sponsorships and donations for the 2014 National Outdoor Recreation Conference. We would like to thank all of our sponsors and exhibitors who helped contribute to the success of the conference.

Committee actions for 2015 are organized by its three core areas:

◆ **Board Development**

- Work to establish National Advisory Council.
- Works with Nominations Committee to strengthen Board member selection.

◆ **Financial Development**

- Development of the 2015 SORP Sponsor and Exhibitor brochure---whereby a sponsor is not simply recognized at the annual conference but rather year-round through several mediums; consider strategies to increase sponsorship at all levels (e.g. silver, gold, platinum) and build benefits that are valuable to potential sponsors.
- Coordinate with other SORP committees in fundraising and solicitation efforts.
- Work with 2015 conference committee to target a net gain of 20K from sponsors and exhibitors.

◆ **Policy and Program Development**

- Continue to support efforts related to reauthorization and full funding of LWCF.
- Maintain and expand professional communications and connections with other professional groups.
- Search for opportunities to partner and network with other national organizations on the annual national outdoor recreation conference.
- Begin long range planning for an Executive Director.
- Explore position papers or other ways to promote the economic return of recreation, especially benefits to local economies and marketing techniques for outdoor recreation.



2014 National Outdoor Recreation Conference

By Jean Akers

The 2014 National Outdoor Recreation Conference in San Francisco, CA hosted professionals from around the world and a diverse blend of economic strategies and partnerships for providing access to outdoor recreation on public lands. SORP hosted the conference with a special focus on the Presidio and its unique partnership between federal and non-profit entities to provide successful strategies in an urban environment. An all-day field workshop revealed the behind-the-scenes operations and policies of the former military base - now both a key component of public land and a focus of international tourism within the heart of the city. The Golden Gate National Recreation Area and Conservancy also shared its programs and success stories in a plenary session.



SORP sponsored ten student scholars from across the US stretching from Maine to Alaska to gain exposure to other outdoor recreation professionals. These students contributed as volunteers for a variety of conference tasks and shared experiences with a broad mix of fellow colleagues. The conference partnered with San Francisco State University whose students hosted a reception on outdoor recreation and provided assistance with conference activities.



While the conference venue facilitated numerous educational sessions with a San Francisco Bay regional and urban context, the programs still covered topics spanning the continent including Virginia, Tennessee, Georgia, Utah, Montana, Kentucky, Vermont, North Carolina, and Canada. Economic strategies, technological applications, partnership possibilities, management practices, research results and additional professional development opportunities helped hone the knowledge and tool boxes for participants. SCORP University, conducted in partnership with the National Park Service, once again provided specific training for planners looking to improve and refine techniques for successfully

conducting their statewide comprehensive outdoor recreation planning efforts. Imbedded in the program were options for gaining continuing education credits through American Planning Association to maintain professional certification for certified planners and licensed landscape architects.

Special thanks go out to the 2014 NOR conference sponsors including America Recreation (Kelty), Great Outdoor Consultants, iZone Imaging, MIG and San Francisco State University. All told, the conference was another successful gathering for outdoor professionals to “sharpen their saws”, network with colleagues and expand their knowledge of research, policy, planning and management.





Awards Committee Report

By Chad Schneckenburger

Committee Members: Chad Schneckenburger (Chair), Scott Babcock, Rachel Franchina, and Teresa Penbrooke

A request for nominations was sent out in November, 2013. We received a record number of nominations, 25 for Project Excellence Awards and 12 for Distinguished Service Awards. Four nominations were selected for project Excellence Awards and three for Distinguished Service Awards. The SORP Board of Directors selected the California State Parks Foundation for the 2014 National Recreation Resource Leadership Award.

2014 Award Recipients

National Recreation Resources Leadership Award

The recipient of this annual award is chosen directly by the SORP Board to acknowledge an individual or organization whose accomplishments have had a lasting national impact on the outdoor recreation profession.

The California State Parks Foundation – Elizabeth Goldstein, Executive Director

The California State Parks Foundation (CSPF) was founded in 1969 by William Penn Mott, Jr., former director of California's Department of Parks and Recreation and the National Park Service. With 130,000 members, CSPF is the only statewide independent nonprofit organization dedicated to protecting, enhancing and advocating for California's magnificent state parks – raising more than \$223 million since 1969. CSPF is committed to improving the quality of life for all Californians by expanding access to California's 280 state parks—the largest state park system in the United States.

The importance and value of CSPF to its partners, the residents and park users of California and the United States, and particularly on the outdoor recreation profession, cannot be overstated. They are truly an organization that has led the charge in ensuring that parks, cultural resources, and recreation in the State of California is equitably available and accessible to all.



Distinguished Service Awards

The Distinguished Service Award is presented annually to up to three recipients who have made significant and lasting contributions to the outdoor recreation profession. The award may recognize one specific contribution or a series of contributions over one's career.

Dr. Robert Manning – The University of Vermont



Dr. Robert Manning is the Steven Rubenstein Professor of Environment and Natural Resources at the University of Vermont where he is also the founding director of the Park Studies Laboratory. Over the past 37 years he has helped educate a generation of outdoor recreation practitioners and scholars, receiving the University of Vermont's highest teaching award, and teaching at the National Park Service's Albright Academy and the interagency Arthur Carhart Wilderness Training Center. His long-term program of research for the National Park Service and other outdoor recreation agencies has resulted in over 100 papers



2014 Award Recipients

in academic and professional journals and ten books on outdoor recreation planning, management and related topics. He has received the highest awards for research and scholarship from the University of Vermont and the National Recreation and Park Association. He has been an invited/keynote speaker at conferences in the U.S., Canada, China, Austria, Greece, South Africa, Taiwan, Thailand, Brazil, Turkey, Australia, Japan, and the Czech Republic.



Kathleen Hooper – Santa Clara County Parks

Kathleen Allen Hooper is known to be “first” in many arenas of her life and career. She is the first of five daughters to attend college and receive not one but two Masters Degrees (in Recreation Administration and Nonprofit Management). She's also the first woman and first African American to be hired as a recreation planner for the Tennessee Valley Authority; first person to establish an outdoor recreation program and to create a 501(c) (3) nonprofit organization benefiting Santa Clara County Parks; and the first person to establish a multitude of outdoor recreation and health related programs with intentional bilingual outreach towards Spanish and Vietnamese lower-income families throughout Santa Clara County. She established the first Daycation and Staycation Programs which introduce low-income, ethnic populations to regional parks and to day and overnight camping. A proud graduate of San Francisco State University, Kathleen currently serves

on the Advisory Council for the SF State Department of Recreation, Parks, and Tourism. Kathleen is scheduled to retire in June of this year. When she does, she will continue to lead her two walking groups, and also volunteer for both the Santa Clara County Department of Corrections and the County's Public Health Department leading neighborhood and Healthy Trail hikes for adults and seniors.

Carol Severin - East Bay Regional Park District and San Francisco State University

Carol M. Severin's 60 year career has spanned the full range professional and volunteer positions where she has created outdoor recreation opportunities for a wide variety of people in an expansive range of settings. She is proud of her 10 years as a program leader and supervisor with the City of San Mateo Recreation Department where she organized and led outdoor recreation and other activities. Carol led SFSU student exchanges and activity classes to Europe, Mexico and other states, and she taught music, skiing and outdoor recreation programming classes at SFSU. She has served on the East Bay Regional Park District Board of Directors for the last 18 years. Prior to that Carol served for 14 years as a Board Member of the Hayward Area Recreation and Park District. She was a professor of recreation and leisure studies for 40 years at San Francisco State University. Ms. Severin has been Vice President and Board Member of the California Special Districts Association, and Treasurer and District Director of the California Park and Recreation Society. Carol's efforts led to the EBRPD's first map of loop trails, and the District's comprehensive Healthy Park, Healthy People program. She is capping her professional career as President of the Board of the largest local park agency in the USA.





2014 Award Recipients, cont.

Project Excellence Awards

The Project Excellence Award is presented to exemplary outdoor recreation projects. The award is presented to the collaborating agencies and organizations key to the success of the effort.

21st Century Parks: The Parklands of Floyd's Fork

Founded in 2004, 21st Century Parks is a private nonprofit corporation created to bring fresh vision to the development and preservation of new public parklands. Floyds Fork is a tributary of the Salt River running 27 miles through Jefferson County, Kentucky. It is the largest watershed in Louisville, and one which, formerly rural, is now undergoing rapid residential and commercial development. Working with strategic partners, Louisville Metro government and the nonprofit 21st Century Parks has acquired nearly 4,000 acres of new parkland in the Floyds Fork watershed for a systemic, world-class addition to the Louisville Park System called The Parklands of Floyds Fork. 21st Century Parks has purchased land ahead of development, and applied legal protections that assure public access and use in perpetuity. 21st Century Parks exhibits unexcelled design, effective partnerships, and sufficient funding to meet the public's need for safe, clean, well-maintained parks now and into the future.



University of Michigan School of Natural Resources and Environment and Sierra Club Outdoors: Exploring the Benefits of Outdoor Experiences on Veterans



"Exploring the Benefit of Outdoor Experiences on Veterans" is the first major research project for the current period of conflict in Iraq and Afghanistan community that analyzed the value of outdoor recreation on the veteran and military community. The purpose of the project was to analyze short and long-term benefits on social and mental health for veterans who participated in at least four days of outdoor recreation. Four organizations in different parts of the country led 12 trips impacting 98 veterans from various conflicts. Results of this project show strong support for outdoor recreation, even without a deliberate, therapeutic component, providing significant improvements in social functioning and increased positive life outlook and point to the strong

need for increased and more broadly based, as well as specific, research to take place.

Design Workshop and the Tahoe Transportation District: SR 28 Corridor Management Plan -- America's Most Beautiful Drive

Eleven miles of undeveloped shoreline, the longest stretch at Lake Tahoe, parallels Nevada State Route (SR) 28. This two-lane mountainside road is the only access route for over one million recreating visitors and 2.6 million-plus vehicles each year. In addition, its popularity is growing, but the area's sensitive resources suffer due to a lack of coordinated solutions for safer, adequate access to a variety of recreation experiences. Design Workshop facilitated a partnership between the Tahoe Transportation District and 12 agencies to develop a corridor Management Plan for SR 28. While recognizing individual jurisdictions, it creates a platform for effective collaboration to protect and truly create "America's Most Beautiful Drive."





2014 Award Recipients, cont.

Logan Simpson Design: Our Lands – Our Future: Recreation & Conservation Choices for Northern Colorado regional conservation study

For the first time in Colorado, all of the local governments in a county engaged in a comprehensive study to evaluate successes, potential improvements, and existing gaps on land conservation and nature-based recreation. The planning team provided the public involvement framework and analysis, coordination, and report for this unique regional conservation study. Working with project partners, four broad goals were developed: Conserve working farms and ranches; Create regionally-significant recreation opportunities; Protect natural resource and wildlife areas; and Enhance urban settings with open space and trail systems. The regional conservation study used extensive public outreach, an interactive GIS website, and dedicated engagement by nine partner agencies to produce a plan that shapes the vision of open space conservation in the county.

The National Park Service & SCORP Partnership

By Martha Droge

The National Park Service and SCORP are proud of their long-standing partnership to provide SCORP related training and recognize excellence in SCORP planning.

2014 SCORP Excellence Award: Martha Droge coordinated the National Park Service nomination process for this award. A call for nominations was made to the NPS four regions in November 2013 to nominate noteworthy SCORPs for national review by the NPS' Land and Water Conservation Fund SCORP excellence review team. Team members, Elisabeth Fondriest, Alexis John and Megan Lang, and Martha Droge reviewed each of the nominations against criteria for SCORP excellence, and forwarded the finalists to SCORP for consideration and to work toward consensus agreement with NPS on the award selection. The NPS and SCORP gave the award to the State of Oregon. Terry Bergerson represented the State in accepting the award—see photo below.

SCORP University: Martha Droge coordinated the third 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.



Sergio Capozzi, Terry Bergerson, David Siegenthaler, Martha Droge



2015 Conference Preview



"Land, Water, and Conservation: Celebrating the Past and Crafting the Future of Outdoor Recreation "

Conference Hosts

The Society of Outdoor Recreation Professionals (SORP) and the Northeastern Recreation Research Symposium (NERR) are proud to join forces and present the National Outdoor Recreation Conference in 2015.

Venue and Lodging

The conference will be held at the Loews Annapolis Hotel in Annapolis, Maryland—www.loewsannapolis.com

The deadline for the group room rate is March 12. To make a reservation, call (800) 526-2593 and ask for the "National Outdoor Recreation Conference 2015" rate, which is \$100 plus tax and fees.

Registration Fees

Early Bird Rates available through March 13

- \$425 - Early full conference registration
- \$550 - Late full conference registration
- \$150 - Early Single day registration
- \$200 - Late Single day registration
- \$225 - Student full conference registration

NERR-only attendance is available as two one-day registrations (early registration \$300, late registration \$400).

Guest tickets for the field workshop, banquet and awards luncheon are available for an extra fee.

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.](#)

For More Information: www.recpro.org/2015-conference



2015 Conference Preview

Preliminary Program

(Visit recpro.org for the most recent program)

Sunday, April 12

1:00-1:30 pm - NERR Welcome

Tom Wickham (NERR Chair)

1:30-3:00 pm - Concurrent Session 1

- The Experience Economy: Regional Fair Attendee Market Segmentation and Application
- An exploratory study on the meanings of a local fair
- Gender Differences in Tourism Event Experiences: The Relationship between Memory and Participation Intention
- Accidents are not always bad: Tourist emotion regulation and travel experience
- Perceptions of maple producers towards climate change
- Opening the Road to Tourism: Framing Media to Influence Travel Participation Among Minorities
- Barriers to adopting pro-environmental behavior in the Great Barrier Reef region
- Perceived Crowding and Preferred Management Scenarios among Surfers
- Rural Disparities in the Built Environment: Implications for Child and Adolescent Obesity
- Rural Girls' Perceptions of Success
- The Effects of a Conservation Summer Camp Program on Youth Participation in Heritage Sports
- Parental Influence on the Physical Behavior of School-age children in a Socio-economically diverse Community: Implications for a Collaborative Approach to Promotion of Outdoor Activities
- The benefits and funding priorities associated with local park and recreation services: What do recreation providers and residents think?
- A Qualitative Inquiry of Constituent Attitudes Towards Private Sponsorship of Public Sector Park and Recreation Agencies
- Programming on the mound: A look at interest in entertainment and outdoor recreation options for Freshkills Park in NYC
- Seasonality and visitors' sense of place at Yellowstone National Park

3:30-5:00 pm – Concurrent Session 2

- Roundtable: Finding Common Ground: Synergies in Ecotourism and Outdoor Recreation Research
- Place Attachment and Dog Parks
- Exploring the influence of place attachment on user fee acceptance at nature parks
- Exploring “Elsewhereland”: Places Desired, Remembered and Dwelled on Among Vacationers to Saaremaa Island, Estonia
- Exploring the Relationship Between Nature-based Sense of Place and Well-being in Outdoor Pursuits Trip Groups
- Perceptions of Success Connecting Children to Nature at the US Fish and Wildlife Service.





2015 Conference Preview

- Measuring Potential for Conflict among SCUBA divers in the Florida Keys
- Interpersonal and Social Values Conflict among Recreationists Swimming with Manta Rays in Hawaii
- Encounters-Expectations-Crowding: Scuba divers and Snorkelers
- Use of Recreation Specialization to Explore the Normative Connection between Behavioral Obligations and Sanctions of SCUBA Divers
- Understanding Personality, Motivations and Recreation Preferences
- Examining Potential Intrapersonal Motivation Conflicts of Trail Users: Integrating Potential for Conflict Index and Other Statistic Analyses
- The role of motivations on park performance and visitor's intentions to revisit
- An Exploratory Investigation into the Entrepreneurial Goals & Challenges of Agritourism Providers in Georgia

5:00-6:30 pm – Poster Session Reception

- Setting the Record Straight: The Practical Realities of Self-Sufficiency in State Parks Management
- International Students' Perceptions of a US-based Outdoor Recreation Research Internship Experience
- Understanding how an organization's mission drives programming and its impact on youth
- Visitor Management in Protected Areas: Understanding Manager Perspectives
- Outcomes Focused Recreation Planning: Moving the BLM Forward
- From Helicopter to Lawnmower Parents: Strategies for Managing Overparenting in Outdoor Recreation Settings
- Partnerships using technology to manage Historical and Cultural Resources
- Community Engagement in Missouri State Parks and Historic Sites: Visitors and Managers Response to Climate Change
- Adaptive Sampling Design with Pre-specified Rules to Estimate Average Number of People per Vehicle for a Park System
- A Proposed Study to Assess the Challenges of Female Farmers involved in Agritourism
- Vegetation Cover Change Detection Using Satellite Remote Sensing: A Study in the Monongahela National Forest
- Crowding perceptions of private boaters and associated management implications on the Lower Youghiogheny River at Ohiopyle State Park
- Looking Beyond Brochures: Opportunities in the Privatization of Tourism Sites
- Lessons Learned from the Amazon Trails: A Best Management Benchmarking Study
- Preparing the Parent-Coach: Best Practices for Parents Coaching Their Own Children
- An exploratory study on the motives and decisive factors for medical tourists
- Down of the Count: monitoring experiential and resource quality with electronic trail counters
- The Future of Destination Selection in a Changing Seasonal Climate: Implications for Visitation to Acadia National Park and Mount Desert Island, Maine
- A Recreation Needs Assessment for Jennings Randolph Lake
- National River Recreation Database - Overview and Update
- Hikers and Climbers in the New River Gorge: Comparing Low Impact attitudes and sources of trust
- Improving Recreation Services: A Comparison of Importance-Performance Approaches in Evaluating Recreation Services
- The Greening of Marshall University: An Examination of the effects of Campus-Wide Conservation Projects on the Student Experience
- Heuristics in the wild: The role of ecological rationality in heuristic efficacy within outdoor pursuits





2015 Conference Preview

Monday, April 13

8:00-9:30 am – Concurrent Session 3

- Gulf Horizon Oil Spill: 5 years later. Impacts on Northwest Florida Coastal Tourism
- From WROS to TOS: Using the Water Recreation Opportunity Spectrum to Develop a Tourism Opportunity Spectrum Measurement Tool
- Experiencing the Event Brand: Examining the Brand Images for New England Regional Fair
- Recreational Users' Perceptions of Tourism Development Impacts in a Marine Protected Area.
- The Individual Flow State and Experience and Satisfaction of Scenario Paintball Players
- Competitive Climbing as Serious Leisure
- The relationship between backcountry skiers' environmental values and perceptions about development
- Deconstructing Recreation Specialization: A Case Study of Pennsylvania Craft Beer Drinkers
- Hunters' vs. Non-hunters: Attitudes Toward Canada Goose Management in Illinois
- Illinois Waterfowl Hunter Expenditures During the 2012-13 Illinois Waterfowl Seasons
- Different Influences of Socioeconomic Factors on the Hunting and Fishing License Sales in Cook County, IL
- Expanding Transportation Recreation Opportunities for Diversity and Democracy
- Appalachian Trail Users Opinions Towards Energy and Communications Related Infrastructure Development
- Examining perceptions of soundscapes and potential management actions in Bandelier National Monument
- Two forms of neutrality: ambivalence versus indifference in member and non-member attitudes toward land trust organizations
- Revisiting the Influence of Loss Aversion and Ownership on Mountain Bikers Behavioral Intentions
- Detecting information or infrastructure deficits for OHV recreationists: Operationalizing the natural resource matrix
- Parks as a Place for Individuals and Social Interactions
- Special Events Permitting: Evaluating resource impacts from orienteering and competitive running in protected natural areas
- SCORP University [CM](#) | 1.5 pending



10:00-11:30 am – Concurrent Session 4

- Roundtable: New Approaches in Accessible Recreation
- The Death of the National Parks
- Analyzing the Importance of Night Sky Quality in Two National Parks
- Who Knows about Urban Parks? Public Awareness and National Park Identity on a Crowded Cityscape
- Socio-demographic, Crowding and Satisfaction Differences among Visitors to Park and Forest Area in the US, Hong Kong and Taiwan
- Private Boater Monitoring on the Lower Youghiogheny River at Ohiopyle State Park (Pa)
- Wenaha Wild and Scenic River Corridor and Wenaha-Tucannon Wilderness Recreation Study
- Comparing Whitewater Boaters Preferences for Social, Physical and Managerial Factors in Low Use and High Use Settings



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- Normative Dimensions and Leave-no-Trace Behaviors
- An Examination of the Overlapping Constraints for Maine Residents Participating in Outdoor Recreation Activities and Visiting Maine State Parks
- Manager and Visitor Perceptions of Public Recreation Land Management
- Attitudes of Park Visitors toward Wildlife and Black Bear Management: A Case Study of Big South Fork National River and Recreation Area
- Visitation to Wildlife Refuges: What the Visitor Expects and What Impacts Satisfaction.
- Applying a Community-Based Approach to Recreation Planning: Assessing Local Supply and Demand for Outdoor Recreation
- Latino and Non-Latino Support for California Outdoor Recreation Services and Facilities
- Overcoming Barriers to Urban Outdoor Recreation: Comparing Manager and Community Perspectives
- SCORP University [CM](#) | 1.5 pending

1:00-3:00 pm – Welcome Plenary

The City of Annapolis and the larger Chesapeake Bay region have incredible outdoor recreation opportunities and innovative conservation efforts. After a general welcome to the conference from SORP and NERR, the featured speakers of this plenary will provide an overview of outdoor recreation in Annapolis and the Chesapeake Bay region, and touch on innovative and collaborative partnerships and efforts related to the sustainability of the area's natural, cultural, historic, and recreation resources.



Speakers:

Sergio Capozzi – Society of Outdoor Recreation Professionals

Dr. Thomas Wickham – Northeast Recreation Research Symposium

Michael Morris – Director of Annapolis Parks and Recreation

Dr. Mamie Parker – Chesapeake Conservancy Board Member (retired Assistant Director of the US Fish and Wildlife Service)

3:30-5:00 pm – Opening Plenary

Agency representatives from two of the largest land management agencies in the United States, the National Park Service and the US Forest Service, will talk about the Land and Water Conservation Fund Act, statewide comprehensive outdoor recreation plans (SCORP), participation trends, the 100th anniversary of the National Park Service, the NPS-led initiative to get every 4th grader to a National Park, and other agency efforts that will guide outdoor recreation in the coming years. The SCORP Excellence Award will be presented as part of this plenary session.

Speakers:

Joel Lynch – Chief, State and Local Assistance Programs Division, National Park Service

Dr. Donald English – National Visitor Use Monitoring Program Leader, US Forest Service

Jeffrey Reinbold – Assistant Director Partnership and Community Engagement, National Park Service

6:00-8:00 pm – Live Auction and Banquet



2015 Conference Preview

Tuesday, April 14

8:00-9:30 am – Concurrent Session 5

- Visitor motivations for technology escape in Wisconsin's largest state forest
- The Influence of Natural Sounds on Restoration
- How does the weather influence outdoor recreationists? An exploration of weather dependency.
- Outdoor Learning: STEM and Collaborative Skill Development
- Predicting voluntary compliance in a residential water conservation program using the theory of planned behavior
- Cultivating park stewardship through citizen science
- Park Visitor Response to Bark Beetle Outbreaks: Cross National Assessment
- Water Provider Versus Watershed Health Perspectives of Mountain Pine Beetle Effects on Water Quality
- Homelessness and Long-term Occupancy in National Forests and Grasslands
- An Examination of the Agritourism Ontology between China and the United States
- Summer 2014 Trail Use and Users on Three Northern Lower Michigan Trails
- Starting up and Sustaining Large Landscape Conservation Projects [CM | .75 pending](#)
- Canyons, Raging Rapids and Conservation in Colorado: The Tale of Two Counties and a River Corridor Trail Project of Statewide Significance [CM | .75 pending](#)
- Celebrating the War of 1812 from the Water: Developing the Star Spangled Banner National Historic Water Trail
- Managing the planning, internal and public information and services needs of your organization
- Open Data for Open Lands

10:00-11:30 am – Concurrent Session 6

- Roundtable: Operationalizing park health resources: An interactive workshop
- The Lifecycle of Ski Films: An Image of Winter Outdoor Recreation, Past and Present
- Market Assessment and Feasibility Analysis of a Nature-based Park in Oklahoma
- Serving Oklahoma's General Public: Purpose, Significance, and Issues of the State Park System
- Monitoring crowding on trails using trail counters and time lapse photography - a case study in the White Mountains.
- Measuring Self-Reported Fidelity in Experiential Education: Exploring the Effectiveness of the Facilitator Characteristics and Program Contributions Scale
- Methods Used to Understand Visitor Use, and Social and Ecological Impacts in Grand Teton National Park
- Getting Outside (The Box) in Social Carrying Capacity Determination
- A Successful Model for Experiential Learning in National Parks
- How LWCF has Supported the National Conservation Lands: An Examination of Two States
- The Federal Hijacking of the Land and Water Conservation Fund
- Prepare to Launch!
- Diversify? Oh my! How... and why? [CM | 1.5 pending](#)





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11:30-1:30 – National SORP Awards Presentation & Luncheon

Sally Jewell, Secretary of the Interior (invited)

1:30-3:00 pm – Concurrent Session 7

- 100 Missouri Miles: Using Technology to Promote Recreation
- How Interpretive Geocaching Links Partners and Delivers Visitors to National Historic Trails
- Planning and Designing River Access Points on the Upper Delaware Wild and Scenic River [CM](#) | .75 pending
- Water Trail Planning: Key Steps to Success [CM](#) | .75 pending
- Youth Voices: What Cook County Forest Preserves Learned from Youth Ambassadors
- Partners in Public Access--Implementing the Chesapeake Bay Agreement [CM](#) | 1.5 pending

3:30-5:00 pm – Concurrent Session 8

- Wayfinding and Signage in Complex Environments: The National Mall
- Visualizing Community Impact: Twenty Years of the North Carolina Parks and Recreation Trust Fund
- Using Data in Recreation Management: The White Salmon River Case Study [CM](#) | 1.5 pending
- Connections
- Charting a New Tomorrow for Montana's State Parks, Trails and Recreation Programs
- From Government to Grassroots: Rural and Natural Resource Tourism in Kentucky

Wednesday, April 15

8:00 am – 5:00 pm – Field Workshop Options

The field workshops will focus on the urban interface with nature. Take time to explore the opportunities for Wednesday's day-long workshops culminating at the Baltimore Inner Harbor for a final exploration into public access in an urban waterfront.

(1) The Benefits and Challenges of Being WILD in an Urban Environment

The trip to Leakin Park, a 1,400 acre wilderness within Baltimore City, explores an urban Outward Bound program designed to build leadership skills through outdoor recreation. The program includes the option to scale a 40 foot outdoor climbing wall. Nature Art in the Park highlights community artists creating awareness of the natural world through art. A portion of the day will feature the study of creating landscape art using natural resources.





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(2) Waterfront Partnership

Discover how partnerships have grown and are growing the Harbor into a healthy, attractive and accessible resource. Baltimore's green edges, running paths, trash-free open waters for boating, fishing and swimming along with the shoreline marsh supporting diverse habitats are highlights of the Waterfront Partnership's Healthy Harbor Initiative. This Baltimore Inner Harbor experience will highlight the Living Classrooms Foundation as well as explore the science lab, water trails and yoga in the park.

(3) Bike Tour Gwynns Falls/Leakin Park to the Inner Harbor

From Leakin Park along the Gwynns Falls Trail, this 14-mile bike tour explores programs and partnerships that connected the trail to the Inner Harbor. This is a rain or shine opportunity so come prepared for the weather. Gwynns Falls Park and Leakin Park provide historical context for studying park development and management in an urban setting. Key learning points include park development history, current uses, funding and management challenges. Along the way, cyclists will experience parks and open space with historical and cultural significance.

(4) Jones Falls to Druid Hill Walking

This walking tour explores rich cultural and natural history in an urban context. Sites include the Cylburn Arboretum, the Jones Falls Trail, Rockrose Garden and Druid Hill Park. Learning opportunities are centered on the history of urban park areas, management challenges and the growing interest in local, urban agriculture.



(5) Masonville Cove and Baltimore Water Trails

Weather permitting, this field trip offers time to paddle so bring a change of clothes, water shoes. Dress in layers, outdoor gear and bring your water shoes. Water-based recreation is at the heart of Maryland tourism opportunities. While exploring the coastal areas near the Baltimore Harbor, learn about public access to water along designated state and federal water trails. Also, a part of this exploration is a visit to Masonville Cove, an urban wilderness conservation area managed by Living Classrooms Foundation.

Thursday, April 16

8:00-9:30 am – Concurrent Session 9

- The 2014 Oregon Statewide Trail User Survey
- Assessment of Satisfaction with Site Conditions and Preferred Management Actions among Visitors and Tour Operators at El Yunque National Forest in Puerto Rico
- Geo-spatial insights for campers using USACE campgrounds
- International Management of Parks and Protected Areas: Austria, Germany, Brazil and the Caribbean [CM | 1.5](#) pending
- Kentucky Trail Town Program
- Gorge Towns to Trails, Making the Connection
- Public Engagement Methods Come of Age--Lessons Learned from Conservation Planning
- Public Input for the creation of water trails
- The Recreation Economy in Washington State: Big Money, Big Players, Who Wins?
- An overview of the LWCF stateside Coalition's goals for reauthorization and an assessment of the political climate surrounding the program in the new Congress



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10:00-11:30 am – Concurrent Session 10

- Camper Cabins on Public Land
- The Lower Delaware Canoemobile: Empowering Youth to Rediscover their Urban Waterways
- Building Healthy and Active Communities Through Partnerships
- Outdoor Kitchen: Get Naturally Healthy
- The Art of Charrettes and Stakeholder Engagement
- Natural Area Trails Management – Toronto’s Natural Environment Trail Strategy
- How creating better public access serves conservation priorities [CM](#) | 1.5 pending
- Federal LWCF Perspective

1:30-3:00 pm – Concurrent Session 11

- Connecting Kids to Nature and the Outdoors through Technology
- Using Digital Media (Web, Mobile, Social) to Entice Recreational (Trail) Users
- Challenges to Outdoor Recreation Facility Development on Tribal Land
- Linking Wildlife Habitat Restoration and Outdoor Recreation: Lessons from Implementing the North American Waterfowl Management Plan in Michigan
- Evolving Trends in the Boating, Paddlesports, RV and Camping Industry
- Roundtable: Measuring the Health Impacts of Parks and Trails [CM](#) | 1.5 pending

3:30-5:00 pm - Plenary Session

National Outdoor Recreation Outlook Forum

5:00 pm – Closing Remarks