



News from NARRP

This content is generated by members for members. Please send us your news, reports, job announcements, manuals and personal updates that may be of interest to recreation planning professionals.

The National Association of Recreation Resource Planners

NARRP Committees: Volunteers Needed

Looking for a way to be more involved in NARRP? Our committees provide an excellent opportunity to share your talents and skills with the association, as well as provide an introduction to working with and on the Board. We're currently looking for volunteers to help staff the following committees:

Membership and Communications Committee – the primary responsibilities of this committee include coordinating NARRP communications (with the Association Manager), building and improving the NARRP website, and developing/implementing strategies to build and provide added value to the membership.

Development Committee – this committee develops, recommends, and helps implement fundraising strategies, as well as policy development for the association.

Finance Committee – this committee is primarily responsible for helping to develop an annual budget and recommending fiscal policies to help ensure the financial health of the association.

Education and Professional Development Committee – this committee oversees NARRP's education and professional development efforts, including the student conference scholarship program.

Conference Committee – this committee is responsible for the planning and execution of the annual NARRP conference.

Awards Committee – the primary responsibilities of this committee include promoting and recommending (to the Board) recipients for NARRP's designated awards (National Recreation Resource Leadership Award, Distinguished Service Award, Excellence in Planning Award, and SCORP Excellence Award).

Nominations Committee - this committee is responsible for identifying and nominating potential officers and other board members for association elections.

If you're interested in serving on any of these committees, please email Sergio (sergio.capozzi@aecom.com).

SAFETEA-LU Extended, Again

Courtesy of the American Recreation Coalition

Work on a new, multi-year surface transportation program continues. The most recent step was action by the House of Representatives to extend SAFETEA-LU through September 30, 2012. The extension created the opportunity for a House/Senate conference that puts SAFETEA-LU, the Senate-passed MAP-21 and House committee passed HR 7 on the table – a complex mix of policy issues, funding strategies and timetables. Experts are divided on whether the process is more likely to produce a new two-year bill based on MAP-21 or an extension of a "tweaked" SAFETEA-LU into 2013. In either case, the recreation community has much at stake – from the Recreational Trails Program to byways, from roads in national parks and refuges to funding for boating and fishing generated by federal taxes on motorboat fuel. Whatever happens, Congressional efforts on a multi-year surface transportation bill are a sure bet to be a major topic of the 113th Congress in 2013-14.

New Tourism Management Masters Degree program at Colorado State

Come to Colorado State University and prepare yourself for a career in Tourism Management in just nine months! The Department of Human Dimensions of Natural Resources in the Warner College of Natural Resources at Colorado State University announces a new master's degree program in tourism management. The department is offering a limited number of \$1000 scholarships for the Fall 2012 cohort. Applications are now being accepted for Fall 2012; please apply by July 1, 2012 for full consideration for scholarships.

Get started now: <http://warnercnr.colostate.edu/masters-in-tourism>

Why choose this Masters program?

- 9-month Masters in Tourism Management (MTM) Degree
- No GRE required
- No thesis/project required
- Optional internship opportunities
- Cohort-based
- Combination of in-class and online coursework provides more flexibility
- Emphasis in management-positions graduates for higher level jobs
- Gain knowledge, skills, competencies and contacts that will help you start your own tourism business
- \$1000 merit-based scholarships are available

The new Masters in Tourism Management focuses on sustainable tourism management and business practices. This nine-month (Fall and Spring) cohort-based program features innovative coursework in sustainable tourism practices, strategic management and quantitative analysis, communications and conflict management, eco-tourism, and tourism marketing. Tourism courses are offered through condensed classroom learning experiences and online content delivery that emphasize interactive discussion with fellow cohort members, faculty and industry professionals from around the world.

The classroom experience is concentrated into weekly on-campus meetings and supported through a sophisticated online learning platform that provides learning modules, discussion groups, and multi-media course content enrichment. In addition, the Masters in Tourism Management provides access to up to nine credits in a series of electives provided by the College of Business at Colorado State University. Together, the business management curriculum, tourism-specific coursework, industry interaction, and optional field-based internship opportunities complete the overall management training preparation, providing a pathway for students to an important career in tourism management.

Now accepting applications for Fall 2012; and there is no Graduate Record Examination (GRE) requirement for this program.

Recent graduates and current professionals are encouraged to visit the program's website at <http://warnercnr.colostate.edu/masters-in-tourism> for further details and instructions on how to apply.

Globally, the tourism industry supports more than one billion arrivals annually and contributes as much as 5% of the total economic activity worldwide; employing nearly 7% of the world's population. One of the world's fastest growing economic sectors needs bright, motivated, well-prepared managers to meet the challenges of a fast-changing global environment. The Master in Tourism Management at Colorado State University is the most efficient way to train for a new management career in tourism.

What others are saying!

Northern Colorado Business Report, May 8th, 2012:
<http://www.ncbr.com/article/20120508/FROMONLINE/120509895/0/SEARCH>

Today@Colorado State University, April 10th, 2012: <http://www.today.colostate.edu/story.aspx?id=7106>

Sustainable Trails for All Workshops in June and October 2012

This in-depth, field-oriented workshop provides information on assessment for trail accessibility, planning trails that are sustainable, and meeting Federal Outdoor Developed Areas Accessibility Guidelines while blending into the setting.

It is a must for trail planners, managers, landscape architects, engineers, as well as federal, state and municipal recreation planners. Learn from the experts! Workshop presenters include Janet Zeller, National Accessibility Program Manager with the U.S. Forest Service, Michael Passo, Trail Assessment Expert with American Trails, and Peter Jensen, Master Trail Planner/Builder.

For More Information: www.americantrails.org/resources/accessible/Crotched-Mountain-accessible-trail-training.html

Comprehensive Bicycle Planning and Design Course

Date: August 20-24, 2012
Where: Portland State University, Portland, OR
Registration: NOW
Organization: Portland State University
Cost: \$995

The field of bicycle planning is rapidly evolving. This course will bring you up to speed on the cutting edge in practice and research, offering valuable skills for your professional life. It will cover the fundamentals of bicycle planning and design through an intensive week of interactive classroom and field experience. Instructors will integrate transit access and connections, bridges, trail crossings, and other special features into discussions, while using project examples to highlight practical applications of the principles and techniques discussed.

For more information or to register: <http://www.ibpi.usp.pdx.edu/media/IBPISummerCourse2012.pdf>

International Urban Parks Conference

Don't miss this premier event featuring national and international thinkers and leaders in urban parks innovation. With more than 100 events, workshops and park tours led by city park planners, designers and visionaries, you'll get the chance to go behind the scenes at some of the nation's most creative parks solutions and learn from real-life case studies what works and what doesn't. We get you out and about with mobile workshops, volunteer day, weekend tours, and receptions in great parks.

Who should come:

Park professionals, city officials, nonprofit executives, urban designers, health practitioners, park advocates and everyone committed to building healthier urban environments!

You'll find sessions on:

- Doing more with less
- Leveraging the power of social media
- Tapping new sources of funding
- Measuring impact
- Forging new alliances
- Making streets more park-like
- & more!

For More Information: <http://www.urbanparks2012.org/>

Recreation Community Prepares Response to USDA Challenge

Courtesy of American Recreation Coalition

At the March 2012 Recreation Exchange, USDA Under Secretary Harris Sherman invited recreation leaders to share proposals with him for pilot projects that would enable the Forest Service to meet the challenge of delivering great recreation experiences in an era of budgetary constraints. More than 20 ARC members are working on four areas where innovation and new partnerships can do that – but are currently constrained by the lack of championship for new approaches and change. ARC Board member Margaret Bailey of CHM-Government Services is providing key support to this project. The group expects to present its proposals to the Under Secretary and his expert panel later this month. Forest Service national recreation program staff are very supportive of the initiative and are providing guidance on specific sites and authorities which could facilitate pilot efforts. The four categories now being discussed are:

1. Modernizing existing campgrounds to contemporary standards (visitor and operational standards) and avoiding forced closures.
2. New recreation services by private sector partners, including secure RV and boat storage between weekends in-season (aiding recreationists and supporting policies designed to aid energy savings, clean air and control of invasive species).
3. New "More Kids in the Woods" efforts.
4. Partnership improvements (including more use of authorities for longer terms).

Interested? Contact ARC President Derrick Crandall at dcrandall@funoutdoors.com

Byways Advocates Hold “Next Chapter” Discussions

Courtesy of American Recreation Coalition

Leaders of key national organizations supporting a national byways program are meeting to discuss the “next chapter” of the byways program. Created in 1991, the current program relies heavily on the Federal Highway Administration (FHWA) and faces challenges as Congress consolidates programs and reduces federal expenditures. Advocates also feel that the byways effort needs a new marketing “leg,” joining the three original “legs” of designation, technical assistance and funding.

Byways are now designated by the Secretary of Transportation for intrinsic qualities defined by statute, following nomination by states and tribal governments. Byways proponents note that the current 150 All-American Roads and National Scenic Byways are not subject to any kind of re-qualification or reconfirmation of eligibility for designation, designed to protect the byways “brand.” Proponents feel that FHWA could face political obstacles to involuntary removals of designation. Periodic re-qualification could also help sustain local byways efforts, which sometimes dissipate once the goal of designation is achieved.

Especially interesting are discussions about new marketing efforts that tie to efforts to welcome international visitors to the USA. A new byways partner, Rand McNally, has offered a range of ways to increase the visibility of byways domestically and internationally.

Byways leaders feel confident that Secretary of Transportation Ray LaHood and leaders of the Federal Highway Administration will be receptive to a proposal to transition current byways efforts to a sustainable, partnership-based program.

Click here to read more about the work of the byways coalition, which is considering formalization of its efforts as Byways USA: Routes of the Real America: <http://www.funoutdoors.com/taxonomy/view/or/142>

Colorado River Is The Top Employer In The Southwest U.S. and Major Economic Driver

Courtesy of the River Management Society

Following extensive research into the economic impact of recreational activities along the Colorado River and its tributaries across six western states, Protect the Flows in partnership with Southwick Associates, Inc. today released a study, “Colorado River, Inc.: The \$26 Billion Recreation Resource Employing a Quarter Million Americans,” revealing the Colorado River to be the 19th largest employer on the Fortune 500, and major economic powerhouse fueling economies in Arizona, Colorado, Nevada, New Mexico, Utah, and Wyoming.

The study found that 5.36 million adults use the Colorado River and its tributaries for recreational activities, including picnicking, trail activities, wildlife watching, camping, fishing, water sports, bicycling, and snow sports each year, and that such recreation, in turn, contributes significantly to the economic growth and stability of basin region states.

For the complete report, click here: <http://protectflows.com/creating-jobs/>

California Legislature Fights for State Parks

Courtesy of the Outdoor Industry Association

Last week, two California senators announced an eight-point proposal to keep open 50 state parks, out of the 70 that were set to close on July 1 of this year.

Sens. Joe Simitian (D) and Noreen Evans (D) outlined legislation to keep the parks open without calling for new funding. The proposal attempts to cover a \$22 million gap by tapping into existing state money:

- \$10 million from the state's motor vehicle fund, to be used for park enforcement and road repairs.
- \$10 million from long-term loans from the Clean Water Revolving Loan Fund, to be used to address wastewater and septic system problems.
- The rest would come from a local assistance fund, and revenue generated from the park system (e.g., concession stands, "fast-track" passes, new specialty license plates, etc.).

Last year, California Governor Jerry Brown called for the closure of a quarter of California's 277 parks in a move to combat the state's \$15 billion shortfall by reducing spending across the board.

But in a state where outdoor recreation supports 408,000 jobs and contributes \$46 billion annually to the economy, the governor's plan would fragment the outdoor recreation system, the lifeblood behind its recreation economy.

"The notion of closing 70 state parks is fundamentally ill-conceived," said Sen. Simitian. "It is penny-wise and pound-foolish, and it absolutely does not make sense to take what may prove to be irreversible actions if we go down this path."

The degradation of the state's recreation system is a concern matched by the unforeseen consequences of closing down so many parks.

"We have the rather obvious challenge of asking, 'How do you put a fence around 70 state parks in a system that has 1.4 million acres statewide?'" Simitian added. "The cost of one lawsuit from someone who has a horrific accident in a state park that was untended, or the cost of fire suppression if there's no one on the scene, could outstrip the savings quite quickly."

California's state parks situation may be the country's poster child of a public land crisis, but it is symptomatic of a trend across the nation as states consider park closures as a way to reduce spending. Outdoor Industry Association® (OIA) will continue to monitor public-lands funding at the local, state and federal levels and activate OIA membership when and where the industry has the opportunity to bolster and strengthen the national outdoor recreation system.

Budget cuts could take their toll on national parks

By Claire Veyriras California News Service

WASHINGTON -- Visitors to California's national parks may notice more trash on the trails, longer lines at service booths and fewer rangers this summer as the pinch of the federal government's budget problems grow increasingly difficult to overlook.

Unlike the state's park system, which will close 54 parks for lack of money this summer, the vast resources of the U.S. Park Service will prevent Yosemite or any of the state's national parks from shutting their gates for

now.

Still, park enthusiasts warn that Washington's budget squeeze -- following consecutive years of cuts -- will be felt from Redwood's old growth forests to Death Valley's barren dunes.

"The cuts will significantly decrease the quality of the experience visitors have in the national parks," said Ron Sundergill, Pacific Region director of the National Parks Conservation Association.

President Obama's proposed 2013 spending plan calls for no increase to National Park Service's \$2.75 billion annual budget, which it uses to oversee its 397 parks, 582 natural landmarks and 2,461 historic landmarks.

To meet growing demand and prior obligations, some programs will need to be cut. For instance, the newest budget strips \$3 million from the funds that pays for visitor centers, information booths, cleaning and safety.

"National parks already faced cuts during the last two years and are already underfunded, so any additional cut makes the challenges even greater," said John Garder, the National Park Conservation Association's budget and appropriations legislative representative. "The impact on people's vacations will be substantial."

And Obama's proposal is regarded as a best-case scenario. Most expect the park service to face much deeper cuts under the budget put forward by Republicans.

Park rangers have tried to confine the most noticeable cuts to the off-season and say that in many respects the wilderness experience will remain the same.

"Visitors shouldn't notice the cuts too much because it will be touching seasonal jobs mainly," said Yosemite Superintendent Mike Tollefson.

However, a National Park Service report speculates on what awaits the 220 million annual visitors to California's national parks.

Fewer seasonal rangers, fewer campgrounds and shorter visitor centers hours are likely, according the NPS report. Longer waiting lines at information booths, maintenance delays on trails and traffic backups are expected.

"Visitors who enjoyed talking to the rangers might not be able anymore to enjoy this part of the visit at California national parks" since rangers will take on additional tasks, according to the National Park Service's 2013 Green Report, an annual description of park spending.

Some consequences will only be noticeable in case of emergencies, especially in remote places such as Death Valley or Mojave National Preserve. Others represent losses over time, such as the preservation of endangered species or archeological discoveries that may lack resources for proper storage.

Even using federal land to harvest illegal drugs is expected to grow due to the lack of rangers.

For the better-known parks like Yosemite, private money might help compensate for the cuts. Some parks are trying to find ways to cope by developing partnerships with organizations and by conducting trainings on the internet rather than sending staff off site.

The big parks, such as Yosemite, also raise a large portion of their money through visitation fees, most of which stay within the park.

"Because 80 percent of the fees of Yosemite stay within the park, most of the park's revenue should not drastically change," Sundergill said.

Not everyone believes that the cuts are as serious as park supporters claim and insist that the country cannot afford to continue spending so much on parks during tough economic times.

"Even with...cuts they will still have more money than they had 10 years ago and 20 years ago and yet, we had the parks open back then," said Dan Mitchell, senior fellow at the CATO Institute.

Yet areas closest to the parks benefit economically from the millions of visitors who spend money at hotels,

restaurants and boutiques. In 2011, visitors to California's national parks spent \$1.3 billion, which supported 17,844 jobs, according to the Park Service.

"Reduced operational funding levels may result in a reduction of seasonal staffing at some parks that may impact local employment levels," according to a National Park Service statement in response to a House oversight committee in March.

And the cuts could get worse.

If Congress does not agree to a debt reduction package by the end of the year, discretionary spending programs will be subject to an additional 9 percent cut, and some fear the Park Service might be subjected to a cut twice that large.

Further cuts would deepen the threat to parks. Obama has warned that the GOP House budget could lead to the closure -- for part or all of the year -- of hundreds of national parks.

"In many different ways, funding our national parks for the next two years is going to be very challenging," Garder said.

The California News Service is a journalism project of the University of California Washington Center and the UC Berkeley School of Journalism. Email the California News Service at cns@ucdc.edu.

Malibu Wins Lawsuit Over Local Control of Land Use Policies

Courtesy of Malibu.patch.com

A three-judge Court of Appeal panel found that the California Coastal Commission overstepped its authority when it approved a plan by the Santa Monica Mountains Conservancy for overnight camping and other features in Malibu.

Click here to read the rest of the story: <http://malibu.patch.com/articles/appellate-court-upholds-rejection-of-malibu-camping-plan>

Public Parks - Getting More Bang For The Buck

Courtesy of GP RED

Let's be honest: There are numerous challenges to achieving success in public park projects, one of them being adequate funding for development and maintenance. Public spaces will only be used by the public if they're perceived as safe and well-maintained. How can park managers get the best bang for their budgetary buck, improve the park resource and effectively serve their constituents?

The first thing every parks agency needs to do is determine its values, vision and mission. Too often projects fail because of conflicts over what should be allocated where, what an organization's priorities should actually be, or the what the inherent value of a project is to the community. Getting everybody – elected officials, advisory boards, staff, employees, and, for public projects, the public – on the same page is of utmost importance; if no one agrees, nothing will happen.

How does an agency determine their core values/vision/mission? One way is to develop a series of filters and definitions to isolate ideas and establish their meaning to the department.

For example, say the issue before the parks department is the question of incorporating baseball and softball fields into the design of a new park. One possible filter would be "Organizational Responsibility" and its general definition. Are active playing fields a responsibility based upon legal mandate, public mission, or other obligation? Other types of filters could include ideas like anticipated impact, social value, and accessibility.

Determining cost recovery and subsidy allocation levels is an important step, and can be difficult because agencies offer so many individual services, projects and programs. It is helpful to categorize services into like groups (Concessions/Vending; Sports; Special Events and Festivals). Involving elected officials, staff, and

community representatives in the process helps clarify goals, actions, and methodology which leads to more effective planning, and helps identify cost recovery and subsidy allocation goals.

Next on the docket is determining how much money an agency has to spend, both initially and going forward, and how much of that can be recovered over time. Difficulties often arise while defining direct and indirect costs of park operations, if only because those definitions can vary greatly from department to department within a local government, let alone between different local governments. The important thing to remember through this process is to identify all costs, fixed and variable, direct and indirect, that can be attributed to the project.

It may be more productive, and powerful, to consider where the tax subsidies are actually used, as opposed to where the costs will be recovered. Bring everything together – agency and departmental budgets, goals, and proposed costs – and determine the appropriate funding levels.

Whatever your plan may be, there needs to be a built-in recognition that not every variable is going to be accounted for within your system, no matter how thorough. Ideally, if you've clearly defined and described your actions, plans, and goals you should be able to adjust to variables as they arise.

Finally, after all this preparation and communication, filtering and goal-setting, cost recovery comes down to one thing: implementing your plan. Obvious, yes, but this is the only way that costs are going to be recovered and subsidies allocated. And once completed, it allows for evaluation of the procedure for future use for any number of uses, from benchmarking future financial performances to shifting subsidies to where they are most needed. In short, park departments can improve their financial sustainability by carefully allocating their dollars to do more with what they already have. By organizing subsidies and cost recovery, clearly defining goals, and formalizing a process of how to reach them, agency and parks sustainability into the future can be achieved.

2012 Conference On The Value of Play

Courtesy of GP RED

GP RED Executive Director Cindy Heath and Board Member Rob Layton were invited to present at the [2012 Conference on the Value of Play](#) at Clemson University in February. More than 250 educators, medical and academic researchers, health professionals, landscape architects and parks and recreation professionals were in attendance, sharing their work on the value of play, and well, yes, actually playing!

Rob spoke about a ground breaking project in Alexandria, VA that assessed every playground in the city and evaluated the quality of each playground's components. Check out the video called "[Get Out & Play](#)" that was created to serve as a resource for residents. Cindy presented on GP RED's initiative "[Safe Routes To Play](#)", a planning process that helps communities develop safe access to play spaces for children and families.

Many resources were shared at the conference, among them the [International Journal of Play](#), which provides an international forum for multi-disciplinary papers and scholarly debate on all aspects of play theory, policy and practice from across the globe and across the lifespan.

U.S. Agencies Join Forces with First Lady and Dr. Biden to Honor and Support Military Families

Department of the Interior-led effort will provide a Military Pass for Free Access to National Parks and Other Public Lands

YORKTOWN, Va. – As part of the Joining Forces initiative to support our nation's service members and their families, several U.S. government agencies announced an annual pass to active duty service members and their dependents, granting free access to more than 2,000 national parks, wildlife refuges, national forests, and other public lands around the nation in the coming years.

"First Lady Michelle Obama and I started the Joining Forces initiative last year as a way to honor, recognize and support our veterans and military families," said Dr. Jill Biden. "This effort is a wonderful way to give something back, giving our military men and women and their families a chance to reconnect with their loved ones, experience the beauty of this country, and simply have a little fun."

Beginning on Armed Forces Day on May 19, active duty service men and women – Army, Marines, Navy, Air Force, Coast Guard, and activated National Guard and Reserves – can obtain the new military version of the America the Beautiful National Parks and Federal Recreation Lands Annual Pass. The pass will be accepted at National Park Service, U.S. Fish and Wildlife Service, Bureau of Reclamation, Bureau of Land Management, U.S. Forest Service and U.S. Army Corps sites that charge entrance or standard amenity fees.

The initiative was announced today during a ceremony at Colonial National Historical Park in Yorktown, Virginia where Secretary of the Interior Ken Salazar, Director of the National Park Service Jonathan B. Jarvis and Assistant Secretary of the Army (Civil Works) Jo-Ellen Darcy distributed the first passes to one member from each of the military's five branches.

"Our nation owes a debt of gratitude to our service men and -women who make great sacrifices and put their lives on the lines to protect our country and preserve our freedom," Secretary Salazar said. "In recognition of their contributions and service, we are putting out a welcome mat for these brave men and women and their families at America's most beautiful and storied sites."

"Our country's iconic memorials, open spaces, and majestic landscapes provide inspiration for those serving in the military, especially those far from home," said Secretary of Agriculture Tom Vilsack, whose agency oversees national forests. "In appreciation for their service, we want to encourage these men and women and their families to visit and enjoy America's wondrous lands and waterways."

"Our soldiers, sailors and airmen give so much to this country. The federal family is honored to thank them for their service by offering them an opportunity to visit the natural resources that they defend," said Assistant Secretary Darcy. "The Corps is proud to be participating in the program by accepting the America the Beautiful Military Pass at Corps recreation facilities."

Military members and their dependents can pick up a pass at any national park or wildlife refuge that charges an entrance fee or other selected sites. Members must show a current, valid military identification card to obtain their pass. The pass is also available to dependents of active duty personnel. A list of participating sites is available here: <http://store.usgs.gov/pass/PassIssuanceList.pdf>

Today's announcement complements the [Joining Forces Initiative](#) launched by the First Lady and Dr. Biden, a national initiative to mobilize all sectors of society to give service members and families the opportunities and support they have earned. In just its first year, Joining Forces has rallied American businesses to hire tens of thousands of veterans and military spouses, schools have improved educational opportunities for military children, and the medical community has vowed better care for military families.

Where there are entrance fees, the pass covers the owner and accompanying passengers in a single, private, non-commercial vehicle at recreation sites that charge per vehicle. At sites where per-person entrance fees are charged, it covers the pass owner and three accompanying adults age 16 and older. There is no entry fee for children 15 and under.

While the pass is not available to veterans and retirees, many of these individuals are eligible for other discounted passes, such as the Senior Pass, granting lifetime access to U.S. citizens over 62 for \$10, and the Access Pass granting free lifetime access for permanently disabled U.S. citizens.

For more information on the pass, please visit: <http://store.usgs.gov/pass/index.html>.

Job Announcement –Tennessee Department of Environment and Conservation

Director of Marketing and Product Development
Division Director, Parks and Conservation Bureau
Annual Salary Range: \$66,156 - \$119,208

About the Tennessee Department of Environment and Conservation (TDEC)

The department is responsible for:

- Safeguarding the health and safety of Tennessee citizens from environmental hazards;
- Protecting and improving the quality of Tennessee's land, air, and water; and
- Managing the Tennessee State Parks system and 82 Natural Areas.

TDEC has 2,900 employees working across Tennessee supported by a total budget of more than \$300 million

with funding from dedicated fees and state parks revenue, federal sources, and the state general fund. The department is the chief environmental and natural resource regulatory agency in Tennessee with delegated responsibility from the U.S. EPA to regulate sources of air pollution, radiological health issues, solid and hazardous waste, underground storage tanks, water pollution, water supply, and groundwater pollution. TDEC has eight (8) regional offices across the state serving as the primary point of contact for their respective regions. The department offers a program of grants and loans to assist local communities with the development and maintenance of drinking water and wastewater infrastructure as well as solid waste disposal, waste prevention, plus programs for recycling and local parks. Particular emphasis is placed on front-end environmental education; strong, effective enforcement; and promoting sustainable practices by individuals, communities and organizations.

Summary & Distinguishing Features

The Director of Marketing and Product Development is an Executive Service position and part of the Department's Senior Parks and Conservation Management team. The Director reports to the Deputy Commissioner for Parks and Conservation. One of the most important duties of this position is assisting State Resort Park staff with promoting the park in their location and attracting business.

Duties & Responsibilities

Director's primary responsibilities include:

- Organize, coordinate and manage marketing for State Parks and other conservation initiatives including development of creative ideas and in-park attractions to draw visitors to State Parks as assigned by the Deputy Commissioner for the Bureau of Parks and Conservation and the Commissioner of the Department of Environment and Conservation.
- Directs Marketing Team of Inn and Conference Center Sales, Food & Beverage Sales, and Golf Sales.
- Serves as the point of contact to promote and coordinate new or existing projects and events and initiatives for State Parks.
- Directs project components and functions in the development and maintenance of the "Friends of Tennessee State Parks" organizations.

Reviews and oversees policies and procedures relating to all retail operations in State Parks including Inn, Restaurant, Golf, Marina, Gift Shop, Campground and other revenue producing components.

Additional responsibilities to include:

- Assisting the Parks Management Team to set sales goals and plan and implement business plans.
 - Developing and directing efforts of 8-10 employees to attract and maintain tour bus, travel coach and other group tours to Park facilities and maximize revenue (per guest) to Parks.
 - Developing special promotions, coordinating a Speakers Bureau, Bike Ride Across Tennessee annual event, Scenic Rivers program activities, Geo-tourism activities, Friends' outreach, reviewing special accommodation requests, working closely with TDEC Communications staff and overseeing all marketing efforts to ensure our guests have the opportunity for enjoyment of quality outdoor recreation.
 - Managing annual advertising and marketing portion of the Tennessee State Parks budget.
- Generate and analyze sales and revenue reports.

Candidates should also be able to demonstrate success in the following areas:

- Proven leadership skills – able to influence and motivate others to achieve quality results in an effective and efficient manner
- Developing concise marketing strategies for products and services.
- Effective oral and written communication skills; ability to present complex topics effectively in a concise manner
- Effective interpersonal skills dealing with people at various levels within the organization, as well as, external stakeholders, including but not limited to, tourism and business organizations, conservation organizations, corporate sponsors, the general public and at times the media.
- Mentoring and professional development for individuals and teams
- High energy capacity and bias for action
- Adaptability and resilience

Qualifications

Qualified candidates should possess a Bachelor or Master's degree in Marketing, or related field and have five or more years' marketing experience in tourism or related experience.

All interested candidates should submit a resume to Selena Cunningham, TDEC Director of Human Resources by close of business Thursday, May 31, 2012. However, position will remain open until filled. Questions can be addressed to Selena Cunningham at (615) 532-0200 or Selena.Cunningham@tn.gov.

Selena Cunningham, Human Resources Director
Tennessee Department of Environment and Conservation

L&C Tower, 12th Floor
401 Church Street
Nashville, TN 37243

TDEC is an AA/EEO/ADA employer. Women and minorities are encouraged to voluntarily identify themselves.

Job Announcement –Tennessee Department of Environment and Conservation

Director of State Park Operations
Division Director, Parks and Conservation Bureau
Annual Salary Range: \$69,468 - \$125,472

About the Tennessee Department of Environment and Conservation (TDEC)

The department is responsible for:

- Safeguarding the health and safety of Tennessee citizens from environmental hazards;
- Protecting and improving the quality of Tennessee's land, air, and water; and
- Managing the Tennessee State Parks system and 82 Natural Areas.

TDEC has 2,900 employees working across Tennessee supported by a total budget of more than \$300 million with funding from dedicated fees and state parks revenue, federal sources, and the state general fund. The department is the chief environmental and natural resource regulatory agency in Tennessee with delegated responsibility from the U.S. EPA to regulate sources of air pollution, radiological health issues, solid and hazardous waste, underground storage tanks, water pollution, water supply, and groundwater pollution. TDEC has eight (8) regional offices across the state serving as the primary point of contact for their respective regions. The department offers a program of grants and loans to assist local communities with the development and maintenance of drinking water and wastewater infrastructure as well as solid waste disposal, waste prevention, plus programs for recycling and local parks. Particular emphasis is placed on front-end environmental education; strong, effective enforcement; and promoting sustainable practices by individuals, communities and organizations.

Summary & Distinguishing Features

The Director of State Park Operations is an Executive Service position and part of the Department's Senior Parks and Conservation Management team. The Director reports to the Deputy Commissioner for Parks and Conservation. The most important duty of this position is to ensure that the mission of Tennessee State Parks is achieved and implemented, while working within the established policies and procedures that direct the operation of the Tennessee State Park system.

Duties & Responsibilities

Director's primary responsibilities include:

- Oversight of the Tennessee State Parks system, including resort operations.
- Leadership to all state parks as assigned by the Deputy Commissioner for the Bureau of Parks and Conservation and the Commissioner of Tennessee Department of Environment and Conservation.
- Oversight of the Chief Ranger's office – including professional development and training for commissioned officers, law enforcement and search/rescue operations.
- Participates in the development and coordination of policies and methods for departmental operations. Studies, reviews and makes recommendations and enforces state policy and guidelines.
- Manages subordinate staff and reviews personnel actions; holds regular meetings with Area Managers and Park Managers for effective communication of objectives and management strategies.
- Develops, submits and administers budget for assigned areas and divisions.
- Studies and evaluates Division operations and makes recommendations/decisions on services to enhance economy and to improve the quality of operations and services.
- Works with Office of General Counsel on legal issues related to State Park operations.

Additional responsibilities to include:

- Assisting the Parks Management Team with interpretive programming goals, marketing and promotional activities and facilities/maintenance management.
- Developing and directing efforts of two Area Managers and all Park Managers so that they can best carry out the mission of Tennessee State Parks.
- Establishing performance measures for operations and programs that allow for effective measures of accountability, and provide for evaluation of quality and feasibility of operations and programs.
- Managing Tennessee State Parks operating budget, including Resort Operations.
- Plans, organizes and directs departmental operations and services as it relates to State Parks.

Candidates should also be able to demonstrate success in the following areas:

- Proven leadership skills – able to influence and motivate others to achieve quality results in an effective and efficient manner.
- Leading high performance teams.
- Effective oral and written communication skills; ability to present complex topics effectively in a concise manner.
- Effective interpersonal skills dealing with people at various levels within the organization, as well as external stakeholders, including but not limited to, high level contacts in state, local and federal government--as well as private entities, conservation organizations, corporate sponsors, the general public and at times the media.
- Problem solving techniques regarding issues of concern to State Parks.
- Formulate long-range and strategic plans for state park business units.
- Mentoring and professional development for individuals and teams
- High energy capacity and bias for action
- Adaptability and resilience

Qualifications

Qualified candidates should possess a Bachelor's degree in Natural Resource-Based Management (Natural Resources, Forestry, Wildlife Biology, etc.), Parks and Recreation Management or related field and have 10+ years' natural resource and/or parks and recreation management experience. Basic qualifications also include continued education and certifications in Natural Resource Management, Parks and Recreation Management and Leadership Development.

Desired qualifications

It is desired that the candidate be a state commissioned officer by the Tennessee Law Enforcement Training Academy, or is willing to become commissioned.

All interested candidates should submit a resume to Selena Cunningham, TDEC Director of Human Resources by close of business Thursday, May 31, 2012. However, position will remain open until filled. Questions can be addressed to Selena Cunningham at (615) 532-0200 or Selena.Cunningham@tn.gov.

Selena Cunningham, Human Resources Director
Tennessee Department of Environment and Conservation
L&C Tower, 12th Floor
401 Church Street
Nashville, TN 37243