

Workshop Sessions - Monday, May 16 & Wednesday, May 18, 2011

13th National Trails Conference ~ Abingdon, VA May 14-18 2011

EDUCATIONAL HEALTH

ECONOMIC HEALTH

HUMAN HEALTH

ENVIRONMENTAL HEALTH

Session 1
10:30 - noon
Monday, May 16

Engaging Diverse Audiences with your Trail Story
Public interest in your trail may be only a story away! Both Scenic and Historic trails have stories to tell – stories of human achievement and progress, of wildlife survival, of changes in landscapes. How can your trail’s story be focused and adapted to diverse trail audiences? What makes a trail story compelling and relevant? What techniques and media can be used to help convey your story? This session will place particular focus on the story telling approach successes of the Overmountain Victory NHT. **Speakers:** Dr. Joseph Sobel, East Tennessee State University, Alan Bowen, Randell Jones, Overmountain Victory Trail Association

Partnership Based Integrated Resource Stewardship
The Allegheny Trail Alliance (ATA), with planning and fund raising help from The Progress Fund, developed the Trail Town concept in the early 2000s. This program will look at the economic development and community revitalization that the Trail Town Program is promoting. The Trail Town Outreach Corps of the Student Conservation Association coordinates projects merging environmental and economic interests and bridging partnerships between residents, trail visitors and businesses. Elisa Mayes and youth SCA members will talk about the Outreach Corps’ engaging work, outreach and the developing sustainable business network. **Speakers:** Amy Camp, Progress Fund, Elisa Mayes, SCA Interns

Walking, Being Outdoors, Trails & Health: What are we learning in Cuba, NM? Evidence clearly supports physical activity – such as walking and hiking – as a strategy to improve length and quality of life. Evidence is emerging that “immersion” in nature and access to nearby trails does the same. This workshop will review this evidence, and then present the example of a New Mexico program - Step Into Cuba - that is adapting it for local use and evaluating the adaptations. Implications for trail recreation planners and rural communities will be discussed. Richard Kozoll, MD, MPH, a local physician, coordinates Step Into Cuba. Sally Davis, Ph.D., Director of the University of New Mexico Prevention Research Center, is responsible for a 5-year evaluation and dissemination of lessons learned from the program. **Speakers:** Dr. Richard Kozoll and Dr. Sally Davis.

National Scenic and Historic Trails in a Green Infrastructure Context. Scenic and Historic Trails contribute to the network of regional green infrastructure – lands that provide critical ecological as well as recreational services. These national trail greenways can help preserve and restore natural, historic, and cultural resources while providing healthy outdoor recreation opportunities for millions of Americans close to home. In particular, trails can form the basis for networks or systems of greenway corridors in the 100 metropolitan areas of 50,000 population or greater through which they pass. **Speakers:** Kim Williams, Terry Peacock, Kent Wimmer, Kristin Peppel

Session 2
1:45-3:15 pm
Monday, May 16

Innovation in Interpretation: Managing Challenges for Established and New Interpretation Approaches
A world of new opportunities for interpretation has surfaced with the development of new communications technologies available to both trail organizations and federal staff. Interpretive facilities are similarly undergoing a review and bringing in new ideas and influences to maintain their relevance. What challenges and opportunities are offered by these developments in interpretation? This panel brings together experts in interpretation and interpretive facilities to discuss the future of this important educational area. **Speakers:** Cindi Ptak, DOT, Diane Chalfant, NPS

User Counting: How and Why You Trail Can Benefit from Knowing the Numbers
Numeric benchmarks of success are crucial tools for demonstrating value in any field, and in this increasingly challenging fundraising environment, knowing how many “customers” are using your “product” may be not only useful but necessary for raising funds from both private and public sources. Furthermore, tracking trail users offers your trail significant guidance for trail maintenance, and membership and outreach development. This session addresses the importance of trail user counting and examines different approaches for overcoming the logistic challenges involved. **Speakers:** John Cock, Alta Planning and Design, Taylor Stein, University of Florida, Justin Fisch, Trails Apprentice

Healthy Parks, Healthy People: Public Places and Public Health
This session will describe the growing evidence of the importance of open spaces and natural places in human health and well being. The NPS Director has officially launched a national initiative called Healthy Parks, Healthy People U.S. and this effort will be described along with the critical role that trails can play in this initiative, connecting people and communities to nature, improving physical, mental, and social well being as well as potentially lowering health care costs. **Speakers:** Captain Charles Higgins, Office of Public Health, NPS

Resource Inventories – Documenting the Features that Make our Trails Special.
To be able to adequately protect, preserve, and, in some cases, restore the natural, historic, and cultural resources along our scenic and historic trails we need to undertake comprehensive inventories of what those resources are and where they are located. With these resource inventories effective plans can be made to manage trail corridors in ways that will sustain those resources and provide inspirational experiences for users of the trails. Learn how these inventories are being conducted in the east and the west. **Speakers:** Sarah Schlanger, BLM, Kristin Peppel, Conservation Planning Consultant

Session 3
3:45-5:15 pm
Monday, May 16

Trail Partnerships for K-12 Education
From cross-country bus trips for students to Scout patch programs, to traveling interpretive kits, the National Trails have applied a multitude of creative approaches for engaging students in place-based learning. These programs bring students out onto the trail or engage them from afar with the history and geography of the trails. What goes into creating such programs? How can your trail borrow and combine ideas from the successes of other trail organizations? What are some of the logistic implications and costs of these programs? **Speakers:** Bryant Boswell, Lewis and Clark THF, Chris Day, Waumego Middle School, Acquonetta Anderson, W3R NHT Society and Friends, and Suzanne Copping, NPS

Tapping into the Tourism Industry: How Trails Can Partner with Tourism Efforts to Build Community Support and Awareness
This session begins a broad overview of the US tourism industry related to trails and outdoor recreation and discusses ways that trails can build relationships with tourism initiatives and supporting organizations. Get a detailed look at the Travel Promotion Act of 2009 and policies that may be particularly relevant and useful for trails looking to increase their international tourism potential. **Speaker:** Mark Brown, Office of Travel and Tourism Industries, US Dept of Commerce

Nutrition, Technology, & Incentives: Getting Kids Healthy Outdoors The Kids in Parks (KIP) Initiative along the Blue Ridge Parkway represents a unique partnership, joining the public and private sectors in one common goal: to promote the health of our kids, our parks and our communities. In this session, learn how the TRACK™ (Trails, Ridges, & Active, Caring Kids) program successfully applies innovative approaches to encouraging kids and families to take advantage of the trail resources in their area for improved health and appreciation of the outdoors. **Speaker:** Carolyn Ward & Jason Urroz of Blue Ridge Parkway Foundation

Resource Monitoring – Tracking the Condition of Critical Resources
Ongoing monitoring of their health and integrity is a critical component of good stewardship of the natural, historic, and cultural features that make scenic and historic trails special. This resource monitoring is being done by volunteers trained and supervised by professional agency and nonprofit staff. Learn how these programs function and how you can apply consistent monitoring techniques to your trail. **Speakers:** Dennis Ditmanson, Laura Bellville

Session 4
3:45-5:15 pm
Wednesday, May 18

Service Learning: Education through Trail Building, Maintenance, and Interpretation
Experiential education through trail building and volunteerism offer people to grow in skills and leadership while accomplishing on-the-ground trails work. The project of building, maintaining and interpreting the national trails offers unlimited opportunities for both volunteerism and job creation, especially for youth. This panel brings together experts on trail work and experiential education programs from the public and the private side to discuss the wide variety of programs and approaches currently in place and the challenges and opportunities they represent. **Speakers:** Sally Prouty, Corps Network, Eugenie Bostrum, DOI Office of Youth, Bruce Milhans, National Advisory Council on Historic Preservation

The Local Economic Story: Partnership Successes of the Overmountain Victory NHT, the Appalachian NST, and the Virginia Creeper NRT The Town of Abingdon, Virginia, was chosen as a the site of the 2011 National Trails Conference based on the town’s focus on trails from an economic, environmental, and heritage perspective. In this session learn how the Town of Abingdon became a “Model Trails Community” and discover the strength of partnerships developed along the nearby Appalachian National Scenic Trail. The Virginia Creeper, a National Recreation Trail, also generates significant economic value for Abingdon, Damascus, and other communities along its route. What about these trail successes can be applied elsewhere? What can we learn from these trail paradigms? **Speakers:** Garrett Jackson, Town of Abingdon - Director of Planning, Zoning and Development, Julie Judkins, Appalachian Trail Conservancy

Greening America: An Environmental and Economic Focus on Trails and Health
An interactive session exploring designing communities for healthy living – green infrastructure and its benefits for air quality, weight loss, and its positive effects on a variety of health issues. **Speaker:** Dr. Anthony DeLucia, East Tennessee State University

NSHTs & Green Infrastructure in Metropolitan Areas
Scenic and Historic Trails contribute to the network of regional green infrastructure – lands that provide critical ecological and recreational services. These national trail greenways can help preserve and restore natural, historic and cultural resources while providing healthy outdoor recreation opportunities for millions of Americans close to home. In particular, national scenic and historic trails can form the basis for networks or systems of greenway corridors in the 100 metropolitan areas of 50,000 population or greater through which they pass. **Speakers:** Stephen Rhoades, Kansas City MetroGreen, Gary Werner, Partnership for the National Trails System

Session 5
3:45-5:15 pm
Wednesday, May 18

Partnering with bird-watchers, botanists, armchair historians, family genealogists, and wildlife enthusiasts
Many established groups reach out to demographics popular in the trail community. These are all environmentally invested in the preservation of history and open landscapes, and many use the national trails without even knowing it. Furthermore, these groups are among the many that engage retirees and boomers, who may be more likely to have time to commit to trail involvement. What groups and networks are a good fit for your trail. How can you engage them in your trail? **Speakers:** Art and Majorie Miller, Dennis Miranda

How to Telling the Economic Story to Enhance Community and Funder Support
You know the story of your trail, but are you ready to tell the story of why your trail and its story are important to the economic and cultural development of your towns and cities? Do you have at the ready a quick summary of why voters, donors, guests, and governmental leaders should support you and your programming? We’ll walk through how to create a dramatic summary of the impacts your trail and/or organization has on the communities you serve and take an in-depth look at how you can create a communications plan that will support your organizational goals. **Speaker:** Cindy Sebrell, ITEM: Creative Group

Trail Corridor Planning and Management on Public Lands
For more than two decades, the USFS has managed the Appalachian Trail as a special management corridor in the forests through which the trail passes. All management activities in this corridor are focused on maintaining or enhancing the integrity and aesthetic quality of the national scenic trail. For three decades, the BLM has maintained a protective corridor on public lands along the four National Historic Trails that cross Wyoming to prevent or minimize man-made intrusions that would disturb the remote setting of the trails. Should these protective approaches be extended to the other national scenic and historic trails crossing national forests and public lands? Should this practice be strengthened? How wide should these special management corridors be? **Speakers:** Sandi McFarland, USFS, Pete Irvine, USFS, Greg Warren, 8 USFS, Craig Bromley, BLM