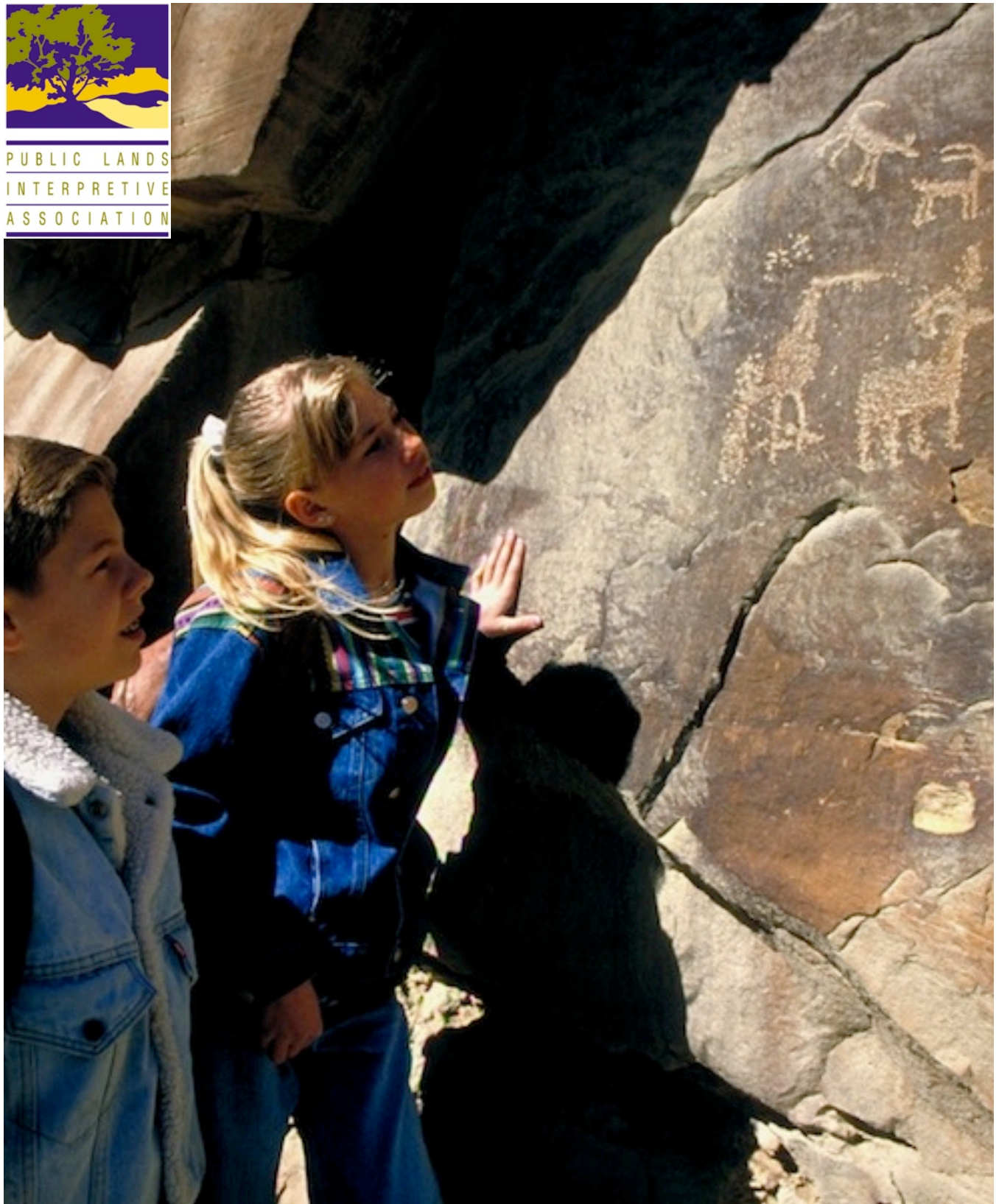




PUBLIC LANDS
INTERPRETIVE
ASSOCIATION



Public Lands Interpretive Association

For clerks and students, factory workers and mechanics, the outdoors is freedom, just surely as it is for the folkloric and mythic figures. They don't have to own the outdoors, or get permission, or cut fences, in order to use it. It is public land, partly theirs, and that space is a continuing influence on their minds and senses.- Wallace Stegner



...to support public lands...

Mission: *to support public lands through education and service by enhancing the educational, interpretive and scientific programs of federal or state land management agencies throughout the western United States.*

Identity: 501(C)(3) Cooperating Association

Year and State of Incorporation: 1981, New Mexico

Home Office: 6501 Fourth St. NW, Albuquerque, NM

Phone, Fax, E-mail: 505-345-9498; 505-344-1543; education@plia.org

Corporate Structure:

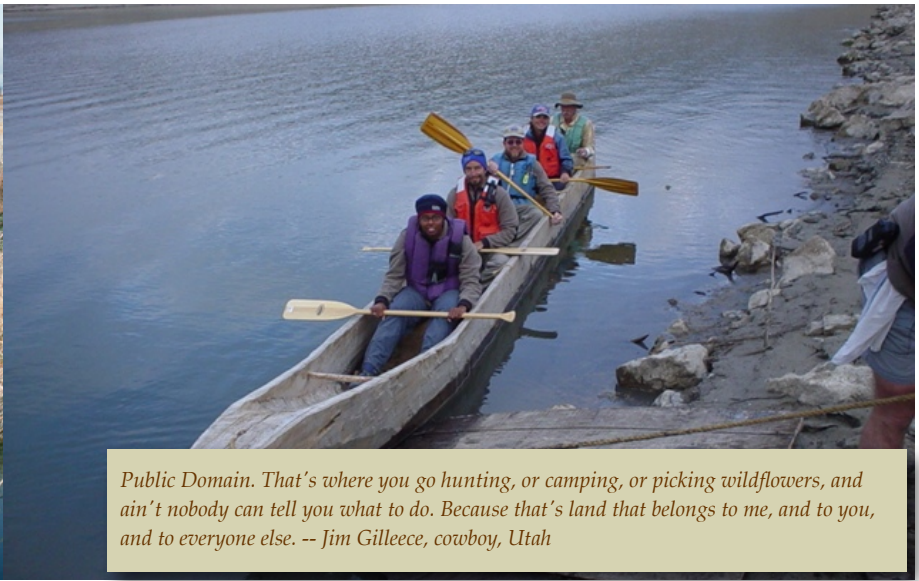
- Volunteer Board of Directors
- Executive Director
- Home Office
- Staff
- Field Staff

Executive Director: Lisa D. Madsen

Number of Employees: 35 (including part-time and seasonal)

Contribution to agencies: Funding for interpretive/educational projects, research, free publications, bookstore operations, sales area constructions and re-design, volunteer support, interpretive training; internet exposure \$850,000 + since 1981.





Quick Facts

Agencies Supported

USDA Forest Service, Bureau of Land Management, U.S. Fish and Wildlife Service

The Public Lands Interpretive Association provides the following services:

- provides educational and interpretive materials to the public at PLIA sales outlets in visitor centers and other facilities operated by the agencies it supports
- operates campground concession on Kaibab National Forest, AZ
- publishes books and other educational materials for sale or for free distribution
- develops interpretive products
- administers grants
- operates the Public Lands Information Center in New Mexico
- develops, operates and maintains www.publiclands.org web site
- operates 14 sales outlets.

Sources of Revenue: PLIA sales outlets, USDA FS campground concession, publishing and product development, online store at www.publiclands.org, Valles Caldera Customer Service contract.



Sales Outlets in Arizona

USDA Forest Service: Apache Sitgreaves NF: Clifton Ranger District Office; Coronado NF: Sabino Canyon Visitor Center, Palisades Visitor Center, Sierra Vista Ranger District Office; Kaibab NF: Williams Visitor Center.

Sales Outlets in New Mexico

USDA Forest Service: Gila NF: Glenwood Ranger District Office; Lincoln NF: Sacramento Ranger District Office, Lincoln NF Supervisor's Office; Bureau of Land Management: El Malpais National Conservation Area; New Mexico Public Lands Information Center; Rio Grande Gorge Visitor Center, Valley of Fires National Recreation Area, Wild Rivers Recreation Area.

Sales Outlets in Oklahoma

US Fish & Wildlife Service: Wichita Mountains Wildlife Refuge.

Online Sales

Online store and map center at www.publiclands.org

Like the Declaration of Independence or the Bill of Rights, America's public lands embody a noble idea. They conjure up images of freedom and hope--images of an enduring, priceless patrimony, a public trust, to be preserved for the common good and for the benefit and enjoyment of all people.



Awards for Service

- Certificate of Appreciation**, Coconino National Forest, 2008
- Beacon Award**, (for technological innovation in customer service), American Recreation Coalition, 2006
- Partners in Excellence Award**, First joint BLM-Forest Service national award, 2003
- Certificate of Appreciation**, Association of Partners for Public Lands, 2000
- Excellence in Public Lands Partnership**, BLM Washington Office, 1998
- Certificate of Appreciation**, Association of Partners for Public Lands, 1998
- Certificate of Appreciation**, BLM Utah State Office, 1997
- Partnership Award**, Cibola National Forest, NM, 1996
- Certificate of Appreciation**, BLM New Mexico State Office, 1993
- National Award**, BLM Washington Office, 1991
- Arizona Wilderness Dedication**, US Fish and Wildlife Service, Region 2, 1991
- Certificate of Appreciation**, Forest Service, Rocky Mountain Region, 1991

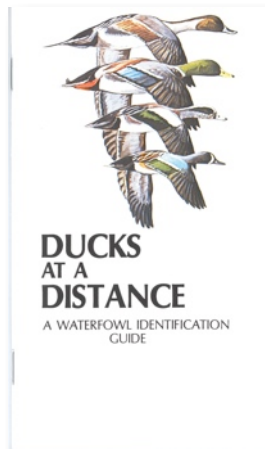
Certificate of Merit, Take Pride in America Campaign, 1990.

Awards for Publications

- 1998: National Association for Interpretation Media Award: 1st place: CD-ROM Category; 1st place: Poster Category; 2nd place: Interpretive Curriculum Category; 3rd place: Site Publication Category
- 1996: National Association for Interpretation Media Award: 1st place: Book Category
- 1994: National Association for Interpretation Media Award: 1st place: Book Category; 1st place: Poster Category
- 1992: National Association for Interpretation Media Award: 3rd place: Book Category
- 1992: Rocky Mountain Book Publishers Association: 2nd place: Guide Book Category.

Publications

- Ducks at a Distance, 2004; Trail Guide to Lincoln National Forest, 2nd revised edition, 2004, 2008; Out & About In A Day: Outdoor Fun on Northern Utah's Public Lands, 2001; Trail Guide to Lincoln National Forest, 1999; Wild & Scenic Rio Chama, 1999; Merritt Island National Wildlife Refuge, 1998; Wichita Mountains National Wildlife Refuge, 1997; Dolores River Guide, 1997; Trail Guide to Pecos Wilderness, 1995; Bosque del Apache National Wildlife Refuge, 1994; Wild & Scenic Rio Grande, 1994; Visitors Guide to Sandia Mountains, 1994; Visitors Guide to Coconino National Forest, 1992; Visitors Guide to Mogollon Rim, 1991; Visitors Guide to Kaibab National Forest (North), 1990; Visitors Guide to Kaibab National Forest (South), 1990.





Significant Projects Administered

Interagency

American Frontiers: a Public Lands Journey (two teams traverse the country from Canada to Mexico entirely on public lands, 2002).

New Mexico Public Lands Information Center (Santa Fe).

Online fire information center at www.publiclands.org.

Bureau of Land Management

Fort Craig 150th Anniversary Celebration

Development, implementation, and maintenance of public lands information center web site (www.publiclands.org).

Galisteo Basin website (www.galisteoarchaeology.org).

Camino Real de Tierra Adentro National Historic Trail website.

Design, development, and publication of interpretive brochure, including map, to the Grand Staircase-Escalante National Monument.

Canyon Pintado (design and installation of 25 interpretive panels within the Canyon Pintado National Historic District, Colorado).

Galena Mtn.—Arrastra Basin—Denver Hill Study (to record the range and nature of historic mining related properties within the boundaries of the upper Animas River Valley, Colorado).

Valley of Fires Recreation Area (development of accessible interpretive signs within Valley of Fires Recreation Area and at pullouts adjacent to the area along US Highway 380, both in NM).

Rio Grande Gorge Interpretive Plan (development of interpretive plan, development, fabrication, and installation of interpretive signs and exhibits throughout the 64 mile Rio Grande Gorge Corridor, NM).

Cave Sites Interpretive Plan (development of interpretive plan for cave sites within the State of Chihuahua, Mexico).

US Fish & Wildlife Service

Educational Outreach (development, production, and dissemination of printed and audio-visual outreach materials to increase public awareness and appreciation of national wildlife refuges).

Develop text for interpretation of the riparian forest along the Rio Grande between Velarde, NM and Elephant Butte Reservoir.

USDA Forest Service

Northern Utah public lands guide (research and development of a guide showcasing the public lands of northern Utah for 2002 Winter Olympics visitors).

Visitors Guides (development and production of visitors guides to national forests in the Southwestern Region of the Forest Service).



Significant Grants Administered

Grant Description	Grant Organization
<i>Google AdWords grant for promoting recreation on western public lands.</i>	<i>Google</i>
<i>The Geography of Freedom: A Brief History of America's Public Lands (interactive online exhibit at www.publiclands.org)</i>	<i>New Mexico Humanities Council</i>
<i>Great Sage Plain (film about the archaeology of southwestern Colorado). Escalante Trail (development, fabrication and installation of 24 interpretive signs to enhance visitors' perspective, Anasazi Heritage Center, CO).</i> <i>Lowry Ruins Stabilization (to provide critical protection of this National Historic Landmark, CO).</i> <i>People of the Past (development, manufacture, and distribution of interactive CD ROM and Teachers' Guide (about prehistoric cultures of the Four Corners Region).</i> <i>Escalante Pueblo Curricula (to develop and implement age-specific curricula about the archaeology of the Escalante Ruins site in southwestern Colorado)</i>	<i>Colorado Historical Society</i>
<i>Develop and create training guide for volunteers at Aransas and Matagorda National Wildlife Refuges in Texas.</i>	<i>Wray Trust</i>
<i>Fabrication and installation of four visitor information kiosks within the Lower Rio Grande National Wildlife Refuge, TX.</i>	<i>National Fish and Wildlife Foundation</i>
<i>Develop and create education packets for students visiting Aransas National Wildlife Refuge.</i>	<i>Union Carbide Corporation</i>
<i>To facilitate artifact exchange among Anasazi Heritage Center in Dolores, CO, the Field Museum, and other museums.</i>	<i>Ballantine Family Fund</i>
<i>To develop an online map center for the twelve western states.</i>	<i>Service First!</i>



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