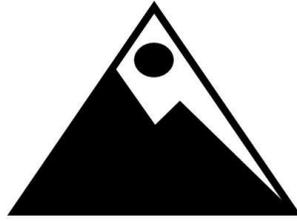


Outdoor



Loyalty

HOLY SMOKES! A Scenario of Corporate Participation in Our National Park System

Outdoorists everywhere can take satisfaction in the all-out commitment and participation by the Outdoor Industry, defining as one of their multi-platforms of service by supporting the National Parks. As the Centennial Celebration of the National Parks approaches, in August of 2016, the desire and energy being offered by Outdoor Enthusiasts with their commitment and support for the outdoor programs being offered, for the youth of our future generations, should not be taken lightly. The rich history of the NPS parallels the dynamic growth of our Country over the past one hundred years.

OutdoorLoyalty.com has the identical commitment of supporting our National Parks (known as our "Precious Gems of Our Culture"). Volunteering in the National Parks helps support Infrastructure Improvement, Safety Concerns and the Sustainability of the Environment to



reach Mother Nature's Standards. The Outdoor Industry should support, and not assume, the participation of Outdoorists volunteering in the Parks by recognition of their services in the form of Loyalty/Rewards known as "Points for Participation" for their

commitment and vigilance of the Environmental Research being applied to our National Parks.

As we step forward in our goals to support the NPS, let's look at a Program that enhances Environmental Education for our Youth in a very sophisticated approach. Toyota Manufacturing and the Great Smokey Mountains National Park have partnered to foster environmental education via Toyota's contribution of \$1 million and three Hybrid Vehicles to Americas most visited National Park. This program emphasizes Science Education and Environmental Leadership. This pilot program has as its more extensive goal to expand this

program to a total of five National Parks with a \$5 million contribution and 27 hybrid vehicles. The active participation of the National Park Foundation, working with existing environmental leadership and educational programs, has at its long term goal the expansion to all 58 National Parks.



At the moment of this blog an additional four parks have enacted the enhanced policies and programs similar to the Great Smokey Mountains N.P. The goals of these enhanced programs are the promotion of careers in Environmental Science. There are new Junior Ranger Programs such as "Let's Be a Scientist", "Be a GPS Guru", and "Even You Can Play the Hog Fiddle (Appalachian Music)". The K-8th Grade "Parks as Classrooms" programs have enhanced new technologies in the form of Podcasts and Earth caching. The funding has

expanded to target ages 13 years and older, including teens and adults, with the "Not-So-Junior-Ranger-Program".

New Analytics and Big Data trends are showing a growing disconnect of the public, especially younger Americans, from the Outdoor Wilderness Experience. The very successful program developed by the Great Smoky Mountains National Park and Toyota Manufacturing have added the Everglades NP, Grand Canyon NP, Yellowstone NP and Yosemite NP with many more to come. Non Profits, such as Conservancies, Coalitions, Associations and The National Park Foundation are necessary contributors with legions of volunteers and afford a channel with For-Profit Companies, like Toyota, to participate with National Parks to effectively partner in these Grand Programs.

The above Science Programs being developed through the participation consisting of For-Profit companies, Conservation agencies, Non-Profit organizations and Teacher and Professor volunteers, to have as their overall goal creating new programs and enhancing existing programs, focusing on Science and the Environment for children K-12th grade. It is an incredible accomplishment for the National Parks and our youth which can be considered a "win win" for us all. At OutdoorLoyalty.com, we promote these volunteers to receive recognition and reward them with "Points for Participation" for they are the men and women empowering these programs.



Now, as I think about it, there are many parallels with the introduction of Science and Math programs into the Junior High School System in the 50's and 60's. One of the many results was the Space Exploration putting America in the forefront of the World reaching for the planets and galaxies respectfully. What do we think will be the resultant of the current generation participating in these NP science related programs? Maybe a significant reduction of pollutants in our environment caused by human activity and industrial processing. How about the distribution of clean and sustainable energy to all our global citizens?

This all will come true when our youth take part in Outdoor Activities and Environmental Challenges. At the core of all these programs reside the spirit engendered by Volunteerism. Remember this famous quote: "Do not ask what our country can do for you, but ask what you can do for our Country." JFK...

Below is a great article about the collaborative program reintroducing Environmental Sciences to our youth in the National Park System. It is truly a "Win Win" accomplishment.

<http://www.nps.gov/grsm/learn/news/toyota-donation-08.htm>

Remember our tagline: Reward...Outdoor...Activities www.outdoorloyalty.com

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