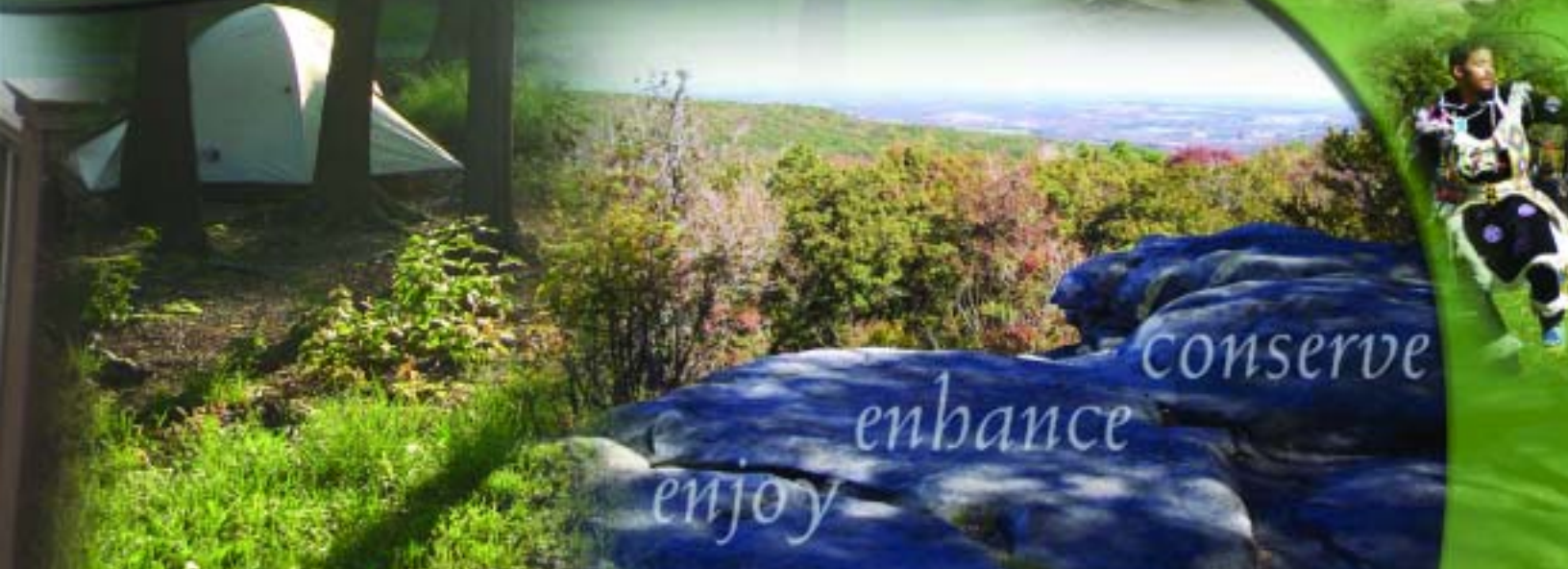




PENNSYLVANIA
Parks & Forests
FOUNDATION

It's just our nature to help!

Annual Report
2010



PPFF Mission:

To promote and support the natural and cultural resources of Pennsylvania’s state parks and forests through leadership in recreation, education, conservation, and volunteerism.

PPFF Vision:

PPFF will build the constituent voice for Pennsylvania’s state parks and forests to ensure the long-term sustainability of these public lands for the benefit of present and future generations.

Reflecting on 2010: People Power!



Joe Frassetto

Marci Mowery atop Little Whiteface in the Adirondacks.

People Power. Power of the People.

These words tumble around in my brain like the chicken and egg riddle, becoming a mass of arms and legs waiting to be sorted. To try to bring meaning to the riddle, I searched the Internet for a people-based quote, and came upon one by Ryunosuke Satoro, a Japanese poet. Actually, I found quite a few by Satoro that I liked (I enjoy quotes), but this one seemed most suited to the theme of this annual report: People Power. **“Individually, we are one drop. Together, we are an ocean.”**

We see this everyday in the work that we do. As you read this report, illustrations of this quote jump from the pages. For example, individuals coming together to form friends groups and providing over \$800,000 worth of service to parks and forests. Partnerships rising from ideas, creating a successful program like the Goddard Legacy Project. Funds successfully being raised to host an event or build a playground.

While an individual drop of water is significant—think about the erosive force of a drop of rain—collective drops form new entities: puddles, lakes, and oceans. These new entities contain their own unique powers that do not exist as a single drop of water.

Collectively, our drops are making a difference. Whether it be in vocalizing our concerns relating to parks and forests; tackling a needed project; or educating others—we are forming ponds and lakes across the state. With our new strategic plan, we hope to create an ocean of support for our state parks and forests. We hope you will join us.

Yours in the Outdoors — Marci Mowery, President

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“PPFF’s mission of enhancing our parks and forests is more important than ever and will continue to grow in importance, helping us at DCNR leverage our resources and capabilities and acting as a grassroots advocate for the department. DCNR has a goal of making deep, lasting connections with our visitors. PPFF and the friends groups offer a way for these visitors to act upon their connection to a favorite park or forest and their love of the land.”

—Richard J. Allan,
Secretary, DCNR

MESSAGE from THE CHAIR

In the late 1600's, William Penn spent considerable time in a London prison developing his vision for a "Frame of Government" for his rich and wonderful "woods" in the new world.

In the early 1700's, a young surveyor named George Washington marveled at the beauty of "Penn's Woods" and in particular, the Laurel Highlands.

Around the turn of the 20th century, Gifford Pinchot blazed a conservationist trail that was rooted in the notion that Pennsylvania's natural wonders should be enhanced and preserved.

By the mid-1900's, Pennsylvania's Rachel Carson brought moral clarity to the emerging debate about our nation's obligation to protect our natural environment, and Dr. Maurice Goddard was the driving force behind the creation of 45 Pennsylvania state parks during his 24 years as a cabinet officer for five governors. Today, this system is the envy of the world.

What do these five iconic leaders have in common with each of us today? First, we share their passion and vision for Pennsylvania and our parks and forests. Second, much like them, we are men and women of action who in the past year engaged 2,200 volunteers contributing 38,427 hours in our parks and forests.

We are people who have harnessed the power of selfless service on behalf of our wonderful natural assets. We are "Friends Groups," public servants, conservationists, community volunteers, and academic partners. We are "Power People" who individually and collectively made a difference.

We are the Pennsylvania Parks and Forest Foundation! Billy Penn, George, Gifford, Rachel, and Doc would be very proud.

Well done,

Rob

Rob Wonderling, Chair

"Pennsylvania is blessed with an extensive state forest system for people to use and enjoy. We also have a proud heritage of forest conservation, from William Penn to Joseph Rothrock, Mira Lloyd Dock, Gifford Pinchot, Maurice Goddard, and many others. While our natural resources are great, it's our people that through history have built our conservation legacy. As we move forward in the 21st century and face new conservation challenges, it's our people – our leaders, our organizations, our volunteers, our everyday forest visitors, and citizens – that will ensure this great legacy continues and our forests remain healthy and vibrant."

—Dan Devlin, State Forester / Director, DCNR Bureau of State Forests



"The past year has been a trying time for state parks and state government overall. We, like the rest of the country, have had to tighten our belts and reexamine what we do and how we do it. I am extremely pleased how we have responded. As the economy turned downward, folks looked to their state parks more than ever to provide them a place to recreate, learn, and decompress from the pressures of everyday life. At the same time as our visitation was increasing, our resources, staffing, and funding were decreasing. Our reaction to the situation was multifaceted.

First and foremost, our staff rose to the occasion and participated in reassessing our business and work practices and helped us to become a much more efficient organization. We did not do more with less, which frankly is hard to do when you are as efficient as we are. What we did was place a greater emphasis on the key functions of our services and reduced some services that were no longer feasible to operate. In addition, we have grown our volunteer and friends group support with the great help from PPF. Volunteers in parks are by no means a form of replacement of professional staff but do add tremendous value to what we do and are a great asset.

We still carry the National Gold Medal very proudly even though we have reduced services. We do so because of the dedication of our staff and volunteers. As a matter of course we strive to provide high-quality service at everything we do. I look forward to the upcoming year as being one of much more promise and hope. We certainly are not out of the storm, but we are prepared and staffed with some of the absolute best professionals and volunteers that anyone could hope for. I tip my hat to a Gold Medal organization and each and every person who strives to advance our work and service to the citizens and visitors of Pennsylvania."



*John Norbeck,
Director, DCNR
Bureau of State Parks*

Adding Value *Pennsylvania Parks and Forests are the Keystone for a Healthy State—Economically and Physically!*

Using data from Penn State, DCNR, and some of our sister organizations, PPF staff developed fact sheets explaining the economic, health and wellness, and quality of life values of our state parks and forests in order to communicate about the benefits that our public lands bring to our lives. These fact sheets are available on our website. Many thanks to the Heinz Endowments and William Penn Foundation for grant funding to support this project.



Economic Value:

Study after study shows that people value living next to parks and protected forestlands.

Workers are making job choices based on quality of life factors...studies show that people rank parks, recreation, and open space amenities as the most important quality of life factors.

In suburban areas where open space is limited, land values adjacent to permanently protected lands are higher, and in some cases up to 35 percent more.

Pennsylvania's state parks and forests generate millions of dollars for their local economies and attract millions of in-state and out-of-state visitors.

A 2010 Penn State study found that in 2008, PA state parks hosted nearly 34 million visitors who directly spent \$738 million on these trips. For every taxpayer dollar invested in state park, \$7.62 of income (value added) is returned to Pennsylvania.

In 2006, residents and visitors to Pennsylvania spent more than \$5.4 million per year on hunting, fishing, and wildlife watching alone – most of which take place on state forest or state park lands.

A 2008 Penn State study received state forest visitor feedback indicating that 95 percent of them purchased gas and oil, 85 percent bought food and drinks at local restaurants and bars, 69 percent purchased other food and beverages, and 45 percent patronized local overnight accommodations.

Our state forests produce some of the world's most valuable hardwood timber. Sales of these products generate \$27 billion in economic impact and employ more than 80,000 people.

In 2001, visiting state parks and forests ranked among the top five reasons to travel in Pennsylvania.

On average, more than 3,500 restaurant and bar jobs are created annually as a result of state park visitor spending.

For every tax-payer dollar invested in state parks, \$7.62 of income (value added) is returned to Pennsylvania.

“Our parks have remained faithful to the overarching mission to make state parks accessible to all Pennsylvanians – a founding principle. I’m proud of PPF and our parks for weathering the frequent storms that threaten this principle.”

—Gavin Smith, Park Manager, Park Services Section, Pennsylvania Department of Conservation & Natural Resources

“Our state park and forest system stands out above the rest in the country because of their size and extent – both systems are big and grand. In most cases, you really feel like you’re away from it all when you’re in a Pennsylvania state park or forest. They are also extremely well-managed. The facilities and the natural resources within their boundaries are well-cared for, and it shows.”

—Brook Lenker, Manager of Outreach & Education, DCNR



Health & Wellness Value:

Our state parks and forests play a key role helping million of Pennsylvanians achieve healthy lifestyles. ...[T]here is strong evidence that when people have access to parks, forests, and greenways, they exercise more.

On average, 35 million state residents and visitors use our state parks and forests every year. Sixty-three percent of state park visitors said that they engaged in some form of moderate physical activity during their visit, and half (49 percent) reported that they were more physically active during their state park visit than in their daily lives.

The 2009 PA state park visitor survey concluded that of the Pennsylvania respondents who visit state parks on an annual basis, more than 85 percent experienced reduced stress, more than 80 percent enjoyed improved mental and physical health, 82 percent noticed an increase in their physical fitness level, 78 percent reduced their anxiety level, and 70 percent benefitted from enhanced family interactions.

The benefits of physical activity are well-known: reducing the risk of dying from a variety of cancers, keeping heart disease and high blood pressure at bay, lowering anxiety and depression, and producing a feeling of well-being. These positive effects also help to lower health care costs.

Healthy forests create a healthy environment. Our forests provide invaluable natural ecosystem services including reduction of storm water runoff, harboring essential pollinators and a myriad of other species, increasing air and water quality through natural filtration, storing and sequestering atmospheric carbon, and removing many pollutants from our planet's atmosphere.

Research shows that contact with the natural world improves physical and psychological health. Outdoor recreation can help improve the health of Pennsylvanians. With a state park or forest close to everyone, our state lands with accompanying programs are positioned to lay a greater role in the future.

A recent state-wide outdoor recreation survey of visitors and residents to state parks in Pennsylvania ⁷ showed the following:

- State parks represent a major proportion of outdoor recreation available in Pennsylvania.
- More than 39 million state residents and visitors used the parks annually.
- 63 percent of state park visitors said that they engaged in some form of moderate physical activity during their visit and half (49 percent) reported that they were more physically active during their state park visit than in their daily lives.

Quality of Life Value:

The Pennsylvania's Statewide Comprehensive Outdoor Recreation Plan (SCORP) found that "physical activity [makes] people more likely to visit another park." That activity caused "our typical park visitor" to rate the park itself either "good" or "excellent," with park facilities providing a clean, welcoming, friendly, economical environment for a day outside.

State park visitors were more likely than the average citizen to cite physical health as a primary reason for being outside, and overwhelmingly supported future development of active amenities (trails, canoe launches, playgrounds) in the parks.

The Great Allegheny Passage, a 125-mile bike trail that links Point State Park in downtown Pittsburgh to Cumberland, Maryland, has been shown increase revenue by 25 percent in the businesses in the towns along the trail. Seventy five percent of the business owners who started a business in the two years prior to [SCORP's] publication cited the trail as a primary reason for choosing [their] location.

The City of Philadelphia...discovered that real estate located within...500 feet of a park measuring at least one acre in area was worth five percent more than the average property. ...For even the smallest community...a five percent increase in value translates to thousands of dollars added to the tax base resulting in better schools, more libraries, and enhanced police and fire protection.

In the U.S., some 60 million people receive their drinking water from watersheds containing national forests, and Pennsylvania's forests contain 215,000 acres of municipal watershed.



Connecting With People

Making our public lands accessible to all.

“PPFF helps connect the public with the public lands. It facilitates the development and growth of friends’ groups that help make a significant contribution to our state parks and state forests. PPFF has made a variety of things happen, including a great awards program, the Great Pennsylvania Outdoor Challenge, public television documentaries, historical markers, interpretive signage, etc. Without PPFF, these things and many more would not have materialized.”

—Gary K. Smith, PPFF Board Treasurer



Acting DCNR Secretary Cindy Dunn and staff join PPFF Vice Chairman Bill Forrey and PPFF President Marci Mowery at the September unveiling of the Goddard Historical Marker in front of the Rachel Carson State Office Building.

• Celebrating the Life and Work of a Model Public Servant

The Goddard Legacy Project had much success in 2010. The first of five historical markers honoring Dr. Goddard was unveiled in a dedication ceremony in front of the Rachel Carson State Office Building in Harrisburg. Simultaneously, interpretive panels cropped up in 25 “Goddard Parks” – just a sampling of the 45 parks developed during Goddard’s tenure.

A panel discussion on environmental issues funded by the Legacy Project, and conducted at WITF in October, is available for viewing online at: www.PaParksAndForests.org/goddard.html. The panelists included Larry Schweiger, President of the National Wildlife Federation; Caren Glotfelty, Director of the Heinz Endowments Environmental Program; John Quigley, former Secretary of DCNR; and Carol Collier, Executive Director of the Delaware River Basin Commission. This was quickly followed by the release of an original documentary, entitled “The Life of Maurice Goddard.” The documentary aired statewide and is available for instant viewing at www.WITF.org.

The Wykoff Run Natural Area in Elk State Forest was officially rededicated as the M.K. Goddard/Wykoff Run Natural Area.

• Native Plant Presentation

In 2009, the General Federation of Women’s Clubs (GFWC) adopted a resolution to support propagation and planting of native plants instead of invasive species. At GFWC Pennsylvania’s 2010 conference, PPFF President Marci Mowery presented information on invasive plants to conference attendees and discussed efforts of friends groups to eradicate invasive plants.

Grand Openings • Grand Openings • Grand Openings • Grand Openings • Grand Openings

Eastern Mountain Sports

PPFF participated in the grand opening of the new Eastern Mountain Sports (EMS) Collegeville store. One percent of all sales during the grand opening celebration were donated for recreational improvements at French Creek State Park via PPFF.

Open for business! PPFF President Marci Mowery (right) helps EMS executives cut the ribbon at the Collegeville store’s grand opening.



• Our Many Community Connections: Recreation, Education, Volunteerism, Fundraising

Donation of Gift Basket – *Milanof-Schock Library's 8th Annual Benefit Auction*

History of State Parks & Forests Presentation – *Colonel Denning State Park*

History of State Parks & Forests Presentation to Baby Boomers – *Osher Lifelong Learning Institute at Penn State York*

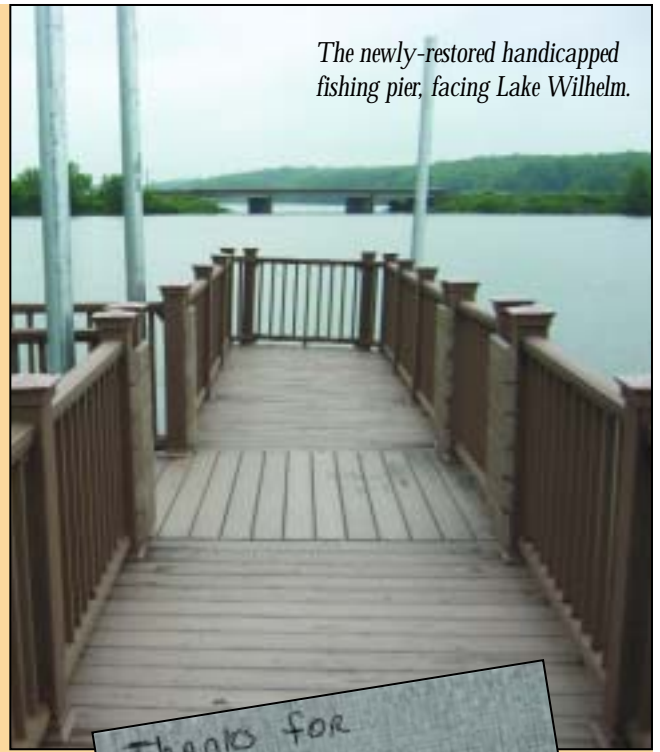
Invasive Plant Workshop – *General Federation of Women's Clubs Pennsylvania Annual Convention*

National Volunteer Week – April 2010

PA Wilds Child – *Family Fun & Children's Outdoor/Environmental Classes*

Restoration of M.K. Goddard State Park Handicapped Fishing Pier

Our friends groups make our foundation stronger and bring more people into the outdoors. One example of this is the handicapped-accessible fishing pier restored through a DCNR/PPFF grant to the Friends of M.K. Goddard State Park. To replace the pier and make it low-maintenance, park employees utilized composite decking and railing made from 50 percent recycled wood and plastic.



The newly-restored handicapped fishing pier, facing Lake Wilhelm.

THANKS FOR THE GREAT WHEEL CHAIR PIER
20 Centu

An expression of gratitude by a pier user.



The 75 PA Wilds Child participants gather in the Black Moshannon picnic pavilion.



Poe Valley State Park – PPFF President Marci Mowery joined in the Poe Valley State Park Beach House Re-opening Celebration.

A view of Poe Lake from behind the restored Poe Valley State Park Beach House.



Women in the Wilds – Various outdoor and sporting activities for women aged 14 and older

Making fire! PPFF staff taught participants outdoor cooking skills.

and Openings • Grand Openings



Elk Country Visitors Center

The Elk Country Visitors Center officially opened its doors to the public in a grand opening and ribbon-cutting ceremony on October 9, 2010, marking another great accomplishment for PPFF. Since last autumn, visitors have enjoyed the interactive exhibits, elk sitings, the gift shop, and strolls on the trails. Located in Benezette, Pennsylvania, the center sits in the heart of the Pennsylvania elk herd, one of the largest east of the Mississippi River.

Celebrating the grand opening: John Norbeck, Terry Bryant, John Geissler, Rawley Cogan, Governor Ed Rendell, Jim Mesloh, former State Rep. Dan Surra, Meredith Hill, former DCNR Secretary John Quigley, and Mike Watson.

Promoting the Outdoors *Enticing people to experience our public lands with exciting events.*

The Pennsylvania Parks and Forests Foundation, in partnership with the Friends of Colonel Denning State Park and Colonel Denning State Park, hosted their first Bark in the Park event on October 2. The event celebrated dogs in state parks and forests. Approximately 500 people attended demonstrations conducted by the Appalachian Air Canines, Bedford County Wilderness Search Team, Dog Scouts of America (Carlisle Chapter), Northern Piedmont Retriever Club, and Susquehanna Service Dogs. Additional sponsors included Invisible Fence Pet Solutions of Mechanicsburg with prize donations from REI and Metro Bank. **The 2011 BARK in the PARK is planned for Saturday, October 1, 2011**



Om/Woof! Participants and their dogs enjoyed a Doga class, i.e., yoga with your dog.

Dogs in the Outdoors Photo Contest

Winners of the 2010 Dogs in the Outdoors Photo Contest



“We need to thank past decision makers for establishing a robust and vibrant system. For many decades, Pennsylvania has done an admirable job setting aside resources and providing funds for development and professional management. Pennsylvanians and our out-of-state guests love and appreciate their public lands. Reasons why range greatly due to so much being offered, such as quality environmental education, water supplies, sustainable forest products, and FUN in a great diversity of outdoor recreation activities.”

—Gary K. Smith, PPF Board Treasurer

Great Pennsylvania Outdoor Challenge

The third annual Great Pennsylvania Outdoor Challenge – encouraged Pennsylvanians to get outdoors. And get outdoors they did! Approximately 1,500 participants tallied 27,000 miles!

Like many outdoor events, participants could solicit friends and co-workers to donate to their cause, could set a mileage goal, challenge themselves to try a new outdoor activity at a park, visit a new forest or trail, or increase the amount of time they spend doing what they already love. For example, Julie Hitz-Katz and Demian Katz of Glenside set a goal of visiting four state parks they'd never seen and they did it! They also set a goal of raising \$250 for native plantings and surpassed it.

Mileage champ was PPF Board member and Treasurer Gary Smith, logging 483 miles during the challenge. Youth mileage champ, Cameron Frassetta, won himself a nifty new set of boots from Bass Pro Shops, Harrisburg.

Goals met or not, everyone who participated in their own challenge or one of the many partner events sponsored by sister organizations like Keystone Trails Association, Central PA Conservancy, Susquehanna AT Club, Mercer County Trails Association, or the Furry Friends Network found the time spent in our parks and forests a worthwhile endeavor.

Stephanie Strub of Philadelphia logged 190 miles of nearly daily walking and biking because: "There are few things I enjoy more than being physically active...or the natural environment. I'm participating in the GPOC because how could I pass up the chance to protect one by engaging in the other?"

Join us September 10 - October 9, 2011 for the 4th annual Great Pennsylvania Outdoor Challenge.



The Riders of Confluence invade Tioga State Forest and the Pine Creek Rail Trail.



2010 Youth Award Winner Cameron Frassetta hiking at Joe Ibberson Conservation Area in his new boots from Bass Pro Shops.

PPFF manages 137 accounts. Here is one program that our work supports.

Guided by a mentor, a youth scales a rock face.

A happy paddler!

Into the Wild: DCNR Adventure Camp

By Chris Kemmerer, Chief Outdoor Recreation & Planning Section, DCNR

For the last five summers, DCNR has been partnering with various urban community organizations to expose urban youth aged 13-15 to their public lands. Through Adventure Camp, these youth get to explore their state parks, forests, and community parks while learning to kayak, catching their first fish, or connecting technology to recreation through geocaching. The new skills, abilities, and friends that these kids receive through camp stay with them forever. Many return for a second or third year because they had such a positive experience.

Early on, however, DCNR knew that we could not fully fund all Adventure Camps indefinitely. Through PPFF, DCNR was able to work with Macy's One Good Turn Leads to Another campaign to raise money for Adventure Camp. Since then we've been able to allow campers to experience rock climbing, to go camping for the first time, and to provide an Adventure Camp t-shirt and water bottle as mementos of their Adventure Camp experience. These funds also help us provide healthy lunches to the campers, as well as enable us to meet up with them after camp is over for more nature-based experiences. Were it not for the special relationship and account we have with PPFF, Adventure Camp would not be the dynamic and successful program that it is today!



DCNR

Creating Partnerships

Working with public and private entities to further our mission.

• New Water Quality Monitoring Equipment for Blue Knob



DEP

Blue Knob State Park staff brave a cold day to install the new monitoring equipment.

An exciting development occurred in February 2010 when PPF received \$10,000 from Chief Oil & Gas to acquire water quality monitoring equipment for Blue Knob State Park. The equipment is used to develop baseline data on water quality in Bob's Creek Watershed.

• Civilian Conservation Corps Adopt-a-Structure

To help preserve our conservation legacy, PPF launched a CCC Adopt-A-Structure program, making it easy to give funds to help preserve conservation corps-era structures. For a \$35 donation, donors receive a certificate recognizing their participation in the program.



The CCC Adopt-A-Structure donor certificate.

The Votes are In: Odwalla's Plant a Tree Fundraiser Enriches State Parks

In the third annual Odwalla's Plant a Tree Program, Pennsylvanians voted and earned \$31,000 for native trees to be planted throughout our state. Last year, Pennsylvania bought native tree species (including cherry, chestnut oak, pin oak, redbud, red chokeberry, red maple, serviceberry, smooth alder, sycamore,



DCNR

Young volunteers plant a tree at Moraine State Park.

white oak, white pine, and witch hazel) for plantings in Bald Eagle, Caledonia, Codorus, Colonel Denning, Cook Forest, French Creek, Gifford Pinchot, Greenwood Furnace, Hickory Run, Laurel Hill, Moraine, Nockamixon, Ohiopyle, Pine Grove Furnace, Prince Gallitzin, Promised Land, and Shawnee State Parks.

Priority areas for planting in these parks included buffer areas between operational and recreational facilities, shade and aesthetics, and riparian buffers.

Every vote for a state raises \$1 that will be donated by Odwalla for purchase of trees. Help us be the top vote-getter this year. It is easy to get involved. Visit <http://www.odwalla.com/plantatree/> and cast your vote today.

• Matching Grants Program

The PPF matching grant program is available to groups working in state parks and forests. In 2010, one such grant was made to the Friends of Shikellamy State Park for musicians at a series of events at the park, including Sunday Brunches, Riverstock Triathlon, and the Fall Harvest Festival. More than 2,500 people were reached with these programs.



Friends of Shikellamy State Park

Paddling under a Susquehanna River bridge at the Friends of Shikellamy's/ Friends of Milton's Paddle Between the Parks event.

“I’ve come away with a new deeper appreciation of what PPF does and how critical that role is in preserving our forests and environment in the Commonwealth.”

—Tim Higgins,
President Emeritus,
Friends of Ridley Creek
State Park

• **2nd Annual Native Plant Sale**

Not even a cold spring rain could dampen the spirits of native plant purchasers at Meadowood Nursery in Hummelstown on May 23. All proceeds of plant sales that day went to support demonstration gardens in our state parks and forests.



Marci Mowery

Young native plant lovers examine their selections before heading to the check-out.

• **ATV Safety Exhibit**

The Pennsylvania Parks and Forests Foundation thanks the Dominion Foundation for funding the purchase of an ATV trailer to transport an ATV that was involved in a fatal accident in the Tuscarora Forest and to print interpretive panels. Graphics and Design of State College graciously offered to design the interpretive panels, which explain how to be safe while riding an ATV. Additional support for mounting the panels came from the Tuscarora Cabin Owners Association. The ATV is used for public education programs, safety fairs, and exhibits.



Tuscarora Forest District

A view of the ATV Trailer purchased and interpretive panel designed with Dominion Foundation Funds.



Tuscarora Forest District

Building Strength *Forging a firm foundation for our future*

“The progress of PPF and the increase in the number of friends groups in state parks is a great reward in itself. The time spent on PPF projects and board meetings is time well spent.”

—Bill Forrey, Cliff Jones Keystone Legacy Award Winner and PPF Board Member

Strategic Plan

The foundation rounded out 2010 with a review of our accomplishments and an eye set to the future as we developed a new strategic plan to carry us through the next five years. Guided by input from the board of directors, chapters, donors, members, and DCNR; the planning committee spent two days in retreat at the Nature Inn at Bald Eagle.

As part of the process, we revamped our mission statement to better reflect the vision that we have for the organization. The updated mission statement is: PPF’s mission is to promote and support the natural and cultural resources of Pennsylvania’s state parks and forests through leadership in recreation, education, conservation and volunteerism.

Additional highlights from the plan include: growth of membership and membership services; growth of friends groups and volunteer opportunities; increase in education, advocacy and public relations; and funding diversification for PPF and park and forest work.

WE SALUTE YOU!

Our efforts would not be as successful without the loyal support and dedication of our donors, members, and volunteers. Your efforts are instrumental in continuing the legacy of our public lands for the enjoyment of future generations.

Many Thanks!



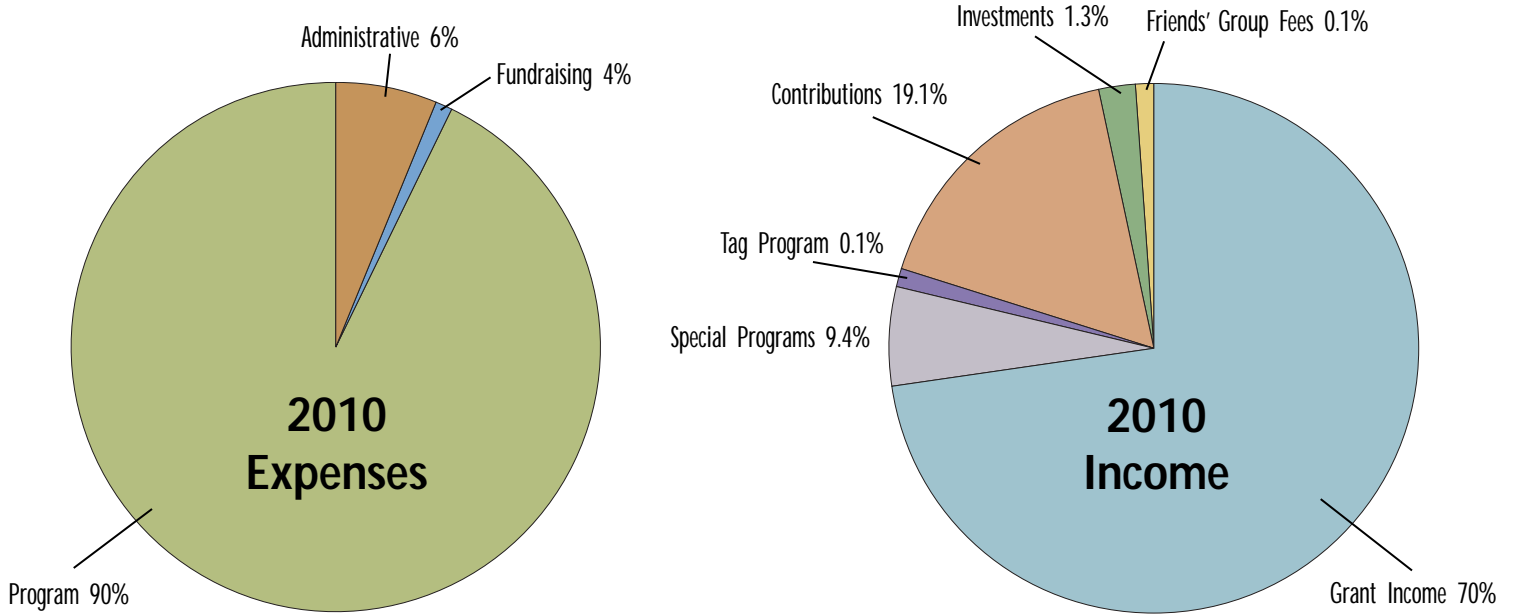
Marci Mowery

Friends Groups Gather at Bald Eagle State Park

Thirty representatives from friends groups across the commonwealth gathered in November at the newly-opened Nature Inn at Bald Eagle for an information-packed day of workshops. Subjects included the best ways to interact with elected officials, how to communicate with the press, ways to recruit volunteers, and personal development in the vein of the Seven Habits of Highly Successful People. Meeting at the Nature Inn was a popular choice – with fresh, healthy food; beautiful lake views; and eco-friendly features in every room. If only it had been cold enough to light a fire in the dining room fireplace!

Retreat attendees listen intently to a presentation by Joe Frassetta.

Financial Overview



As of December 31, 2010, our total assets, which include the accounts that we manage, was \$993,596.

The allocations shown in the pie charts represent the Pennsylvania Parks and Forests Foundation's operating budget. *The complete audited financial statements for the year ending December 31, 2010, are available at the PPF office.*

PPFF in the News

These articles are two examples of a plethora of press coverage surrounding PPF's successful Gold Medal Tour. This series of 35 media events celebrated the achievements of DCNR and state park staff, who earned the National Gold Medal for Pennsylvania.



Other articles and media mentioning PPF included:

- Arguing against establishing entry fees for state parks and identifying economic benefits of state parks (Pittsburgh Tribune Review) – May 29, 2010
- Requesting continued protection of the clear view above Cherry Springs State Park (Potter County Endeavor) – June 12, 2010
- Advocating for increased funding for Growing Greener (Philadelphia Inquirer) – June 27, 2010
- Advocating against privatization of state parks (Pittsburgh Tribune Review) – June 28, 2010
- Countering Commonwealth Foundation's suggestion to privatize state parks (Philadelphia Bulletin) – June 29, 2010
- Elk Country Visitor Center shows off a natural resource (Pittsburgh Post Gazette) – September 26, 2010
- Pennsylvania's elk country beckons (Indiana Gazette) – September 26, 2010
- State honors founder of park system (Pittsburgh Post Gazette) – September 26, 2010
- Unveiling a Goddard Historical Marker at the Rachel Carson Building – September 26, 2010
- Marsh Creek honored as one of state's 25 Goddard Parks (The Daily Local) – October 22, 2010
- Unveiling Goddard interpretive panel at Marsh Creek State Park – October 22, 2010



Achieving Results

Celebrating the Fruits of our Labors



Gold Medal Tour: The Adventures of Flat John

Could there be a more effective subject for promotion of the glory of our state parks than the fact that the National Recreation & Park Association and the American Academy for Park & Recreation Management joined to name our parks the Best in the Nation? We thought not! So in May 2010, PPFF staff embarked on a summer-long media tour of the state, bringing the Gold Medal to 36 state parks and hundreds of admirers. In the end, all we could say was "Our Parks Rock!"

Our companion during the Gold Medal Tour was Flat John, a nearly life-sized cardboard cutout of State Parks Director John Norbeck. John (the person, not the cutout) was good-natured enough to buy into our wacky idea for The Adventures of Flat John to be our "hook" with press and public. A companion website for the tour (www.PAParksandForestsForever.org) allowed visitors to keep track of all the fun places John (and we) got to visit during the summer.

And, John (the cutout, not the person) was the perfect travel companion. He didn't change the stations on the car radio; he was flexible (Wow, what if we could fold ourselves into thirds?); he didn't complain (even when he was asked to sit in a waterslide at Little Buffalo State Park or stand on the edge of the precipice at Erie Bluffs State Park); and he appreciated the history of the parks he represents (as at the Civilian Conservation Corps statue at Leonard Harrison State Park).



Flat John atop the Erie Bluffs, at the CCC Worker Memorial, cooling off on a park waterslide, and posing with John Norbeck, Director, DCNR Bureau of State Parks.

2010 Awards Banquet

Our people achieve and lead by example. We celebrate these triumphs annually at our parks and forests awards banquet. To honor the eight award winners for 2010, 120 members and friends attended the gala dinner and reception (sponsored by Fermata, Inc.) held at the Country Club of Harrisburg. These awards memorialize superior efforts to enhance and protect our system of state parks and forests.

2010 Award Winners:

Cliff Jones Keystone Legacy Award

(Sponsored by Woolrich)

William C. Forrey, Retired Director, Bureau of State Parks, Department of Environmental Resources (D.E.R.)

Joe Ibberson Government Award

(Sponsored by Mr. Joseph Ibberson)

State Comprehensive Outdoor Recreation PlanTeam, (SCORP) Department of Conservation & Natural Resources

President's Award

(Sponsored by Pennsylvania Recreation & Parks Society) Recreation Equipment, Inc. (REI)

Park of the Year Award

(Sponsored by Chesapeake Energy) Nockamixon State Park

Forest of the Year Award

(Sponsored by Dominion)

Michaux State Forest

Friends Group – Volunteerism Award

Friends of Prince Gallitzin State Park

Friends Group – Education Award

Friends of Goddard State Park

Friends Group – Improvement Award

(Sponsored by Aqua American)

Friends of Ridley Creek State Park

Friends Chapters' Work & Accomplishments

As pictured to the right, the PPFF Chapters had an active year.

The 29 active PPFF Chapters achieved much in 2010. By the numbers, these groups:

- Organized 138 special events and programs featuring music, food, history, and recreation, bringing over 60,000 people into the parks and forests specifically for those events;
- Hosted 215 service projects – building and maintaining trails, installing playground equipment, installing and policing special habitat, and removing invasive species;
- Engaged 2,200 volunteers in service to their parks and forests – selling firewood; staffing shops and classrooms; planting trees, shrubs, and flowers; purchasing and donating equipment to educational programs;
- Raised \$211,594 for park and forest programs and improvements; and
- Donated 38,427 volunteer hours – the equivalent of \$820,801 – in labor to state parks and forests.

"I am most proud of PPFF's can-do spirit. For an organization with a small staff, they accomplish a lot! They organize great programs and events, are building an increasingly vocal and effective constituency for our parks and forests, and consistently energize friends groups throughout the park and forest systems."

—Brook Lenker,
Manager of Outreach & Education,
DCNR

Seven chapters signed on with PPF during 2010! One of our chapters, Keystone Elk Country Alliance, spread its wings to independence during the year as well.



Astronomers plant trees, too! Every year, they pitch in on work bees to make sure the Cherry Springs State Park astronomy field is ready for star-gazing.



The Friends of Delaware State Forest/ Promised Land State Park formed in May 2010. They are all about multi-use! Their success is largely due to their willingness to bring diverse recreational users under one big tent.



The Friends of Keystone State Park know that one way to keep volunteers happy and returning for more work days is to... feed them! The annual Volunteer Appreciation Picnic makes sure the workers know they are loved.

Friends of Kings Gap Environmental Education Center



The Friends of Kings Gap know they have a setting unlike any other in their park. In its first year, their Music on the Mountain event drew hundreds of people to the lawn of the Cameron Mansion.

Maxine Harrison



The Friends of Lyman Run State Park are a pretty scary bunch! Actually, most of the time they're lovely and gentle people, but their alter egos came to the fore at Halloween for Spooktacular. The local kids loved it!

Friends of Mt. Pisgah State Park



The Friends of Mount Pisgah State Park only formed in June 2010, but by the end of the year, they'd amassed almost 1,000 members. Apple Butter Day brought 600 people to this beautiful day-use park in the Wilds.

Deena Andrus



A terrific new running event took place at Nolde Forest Environmental Education Center when the Friends hosted the first-ever Run for the Ages. This trail run features an age-adjusted start time and raised over \$1,000 for the Friends.

Ron Stephenson



A biathlon? It's NOT a triathlon with one of the legs taken out. A TRUE biathlon is a running and target shooting event, which seems an odd combination. Yet, the Friends of Oil Creek sponsor one each year.

Friends of Parker Dam State Park



The Friends of Parker Dam State Park celebrated the state parks' Gold Medal win with their own Olympics. Who doesn't love a good crab race?

Pat Sabold



The Friends of Pinchot State Park don't stop working just because a little snow falls!

Friends of Pine Grove Furnace State Park



Fall Furnace Fest at Pine Grove Furnace is one of those great autumnal get-togethers we Pennsylvanians do so well. Somehow, we all seem to come alive when the temperatures drop just a bit; the sky is its bluest; and the leaves turn colors.

Patty Waters



Every summer, the Friends of Prince Gallitzin host a number of theme weekends in the Crooked Run Campground. At the end of August, Santa pays a visit in the back of his pick-up truck.

Jacob Young



The Friends of Ryerson Station State Park play host to several mushroom hikes each spring. Normally, mushroom hunters are pretty secretive about their hunting grounds. How nice that these southwesterners are willing to share!

Julia Marano



We look to the Friends of Shikellamy State Park every year for the best combinations of music and food on the calendar – from drum circles to Sunday brunch to concerts at the Overlook.

Friends of Yellow Creek State Park



Ah, the tranquility of a lakeside yoga class. The Friends of Yellow Creek brought a peaceful sigh to SeptemberFest where mountain bikes often rule the day. They stretch those muscles, then go stump-jumping!

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