

# 2016



SAN JUAN  
MOUNTAINS  
ASSOCIATION

ANNUAL PROGRAM REPORT



## Total SJMA Education Contacts October 2015 thru September 2016

PROGRAM	FS Contacts	BLM Contacts	SJMA Only Contacts	TOTAL CONTACTS
<b>Conservation Education</b> <i>(Field experiences, Classroom Presentations, Special Events, Workshops, Written Materials)</i>	2,820	854	2,860	6,534
<b>Cultural Programs</b> <i>(Arborglyph presentations, Cultural Site Stewardship Program, Historic Cemeteries, Presentations, Bancroft award, Written materials)</i>	1,455		360	1,815
<b>Visitor Information</b> <i>(Phone calls, Visits, Mails, E-mails &amp; Hunter Booth Visitation)</i>	90,005	45,003		135,008
<b>Volunteer Programs</b> <i>(WIS, Ghost Riders, Alternative Spring Break, Adopt a Road, TIS, Special Events, Projects, National Public Lands Day, Collaboration meetings, E-news)</i>	6,121	468	18,972	25,561
<b>TOTAL</b>	<b>100,401</b>	<b>46,325</b>	<b>22,192</b>	<b>168,918</b>

**The Conservation Education Program of the San Juan Mountains Association creates direct experiences connecting people of all ages to their public lands and provides educational and interpretive materials in a variety of mediums.**

Calculations – of the programs listed, some programs were solely SJMA programs, some were partially Forest Service and/or BLM, and some were funded completely by Forest Service (designated by (FS)) or BLM (designated by (BLM)), or held only on Forest Service (FS) or BLM (BLM) lands.

**For those programs that were partially funded by Forest Service and BLM, calculations were determined with a 66% FS and 34% BLM ratio.**

Also, within each category there are the following designations:

- # Youth – this includes students from preschool to college, as well as children in programs
- # Educators – teachers who are accompanying their classes on a program, and teachers who are attending their own program
- # General public – this is the most generalized set of numbers. It may include people who attended a program where there may have been some youth or educators, but it was difficult to determine how many.

### Field Experiences

Field experiences are the heart of what the CE program offers for youth and the general public. These are currently offered free of charge to the community.

#### Field Seminars (geared for adults or older youth):

- Edible plant walk
- Sand Canyon hike
- Glacial Geology
- Hike for Seniors Outdoors (cancelled due to weather)



#### San Juan Family Explorers:

- Mud Springs hike for National Trails Day (*partnership with Volunteer program*)
- Butterflies & Blooms
- Family Backpacking
- Winter walks

#### Mountain EdVentures @ Purgatory:

- Nature hikes at Purgatory
- Self-guided nature walk (brochure provided)

#### Field Experiences for Youth

- Field trips for Schools (Denny Lake, McPhee Campground, Carpenter Park, Junction Creek)
- Tree planting with Ignacio 4<sup>th</sup> & 5<sup>th</sup> graders (*partnership with Volunteer program*)
- Little Legs Adventures for toddlers/preschoolers
- Programs on insects for the Playground Days Program (*partnership with City of Cortez*)
- Teen/Tween Backpacking (2 outings)
- Hike for Boy Scouts
- After school program on Fire (*partnership with FireWise*)
- Training new site monitoring leads for FS (*partnership with Volunteer program*)



**Total contacts:**      **822 Youth (577 FS, 245 BLM)**  
                                 **41 Educators (30 FS, 11 BLM)**  
                                 **835 General Public (779 FS, 56 BLM)**

## Classroom Presentations

Classroom presentations for grades preK - 5 this year included: trees, birds, senses, mountain lions, wildlife and water/watersheds. A large focus this year was on classroom presentations from the My Water Comes from the San Juan Mountains Curriculum guide. We received a grant from the Southwestern Water Conservation District in partnership with Mountain Studies Institute and the Water Information Program to make those presentations.

**Total contacts:**      **535 Youth (354 FS, 181 BLM)**  
                                 **41 Educators (27 FS, 14 BLM)**  
                                 **4 General Public (3 FS, 1 BLM)**

## Education Contacts - Conservation Education (cont.)

### Special Events

Special events this year included Science Fair judging, Green Drinks Sustainability Initiative in collaboration with other local sustainability non-profits, the Water Festival at Fort Lewis, Cowboy Gathering Parade, and the Christmas Tree sales contacts.

**Total contacts:**  
**175 Youth (116 FS, 59 BLM)**  
**47 Educators (30 FS, 17 BLM)**  
**1,121 General Public (280 FS, 131 BLM, 710 SJMA only)**



### Other Presentations, Trainings, Workshops & Meetings

Additional presentations, trainings and workshops included: 4<sup>th</sup> annual Forests to Faucets teacher workshop, Members Series presentations, CO Trail presentation for Backcountry Horsemen, TIS training VIS workshop and meetings for the Forests to Faucets workshop and with the Get Outdoors Durango Network and the Montezuma Inspire Coalition.

**Total contacts:**                      **434 General Public (245 FS, 139 BLM, 50 SJMA only)**

### Creation and Distribution of Written Materials

Materials distributed include those that are locally produced, such as SJMA's Blog posts (new this year) and the Purgatory self-guided nature trail – (see Mountain EdVentures, above) and nationally produced (Junior Snow Ranger). Also included in education contacts is the SJMA member printed newsletter. This is a good example of somewhere we don't know how many youth are using the self-guided trail or are reading the Blog posts.

**Total contacts:**                      **Youth (25 FS)**  
                                 **General Public (354 FS, 2,100 SJMA only)**



The CE program coordinates the submission of monthly Stewards of the Land articles for the Durango Herald and Cortez Journal. *Note: Because we do not know the number of people who actually read these articles, the potential number of contacts in this category is not included in the total number of SJMA contacts.* The Durango Herald publishes these articles on the 4<sup>th</sup> Sunday of each month, and the Cortez Journal publishes them on the 4<sup>th</sup> Saturday of each month.

Newspaper articles	# Potential General Public Contacts
Durango Herald (Saturday distribution 12,000)	144,000
Cortez Journal (distribution 7,000)	84,000
<b>TOTAL</b>	<b>228,000</b>

## Education Contacts - Cultural Program

***Note – all contacts in the Arborglyph portion of the Cultural Program are considered Forest Service contacts, while those of the Cemetery Project are considered SJMA only programs.***

## Field Experiences

The field experiences of the Cultural Program this year focused on field trips and field work at various cemeteries.

**Total contacts: 70 General Public (70 SJMA only)**

## Special Events

Special events of the Cultural Program included the following:

- CPI cemetery presentation
- Durango Heritage Celebration
- Bancroft award
- VIS presentation

**Total contacts: 390 General Public (240 FS, 150 SJMA only)**



## Other Presentations, Trainings, Workshops & Meetings

This included:

- Training of students and volunteers and a presentation at the Ignacio library and a Fort Lewis class for the Cemetery project
- A presentation for the Trust for Land Restoration on the CSSP program
- CSSP training
- Presentations for the Ignacio Library, Daughters of the American Revolution and a church group on the Arborglyph project
- Research contacts

**Total contacts: 330 General Public (190 FS, 140 SJMA only)**

## Creation and Distribution of Written Materials

Sale of Wooden Canvas books, written by Ruth Lambert, and History La Plata articles

**Total contacts: 1,025 General Public (1,025 FS)**

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## Education Contacts - Visitor Information Services

### Visitor Information

Visitor Information Services is essential to help visitors create closer connections to their public lands. They accomplish this via phone calls, visits, mailings, and emails, as well as Hunter Education booths.

	<b># General Public</b>
Visitor Information Services phone calls	61,606
Visitor Information Services visitors	62,976
Visitor Information Services mailed packets	1,972
Visitor Information Services emails	7,555
VIS Hunter Education booths	899
<b>Total contacts:</b>	<b>135,008 (90,005 FS; 45,003 BLM)</b>

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## Education Contacts – Volunteer Program

### Field Experiences

The field experiences in the Volunteer program include contacts made by Wilderness Information Specialists, Ghost Riders, and Trail Information Specialists. All are considered to be General Public. Also included is Alternative Spring Break with University of Missouri students (*partnership with CE program*).

**Total contacts: 5,410 General Public (5000 FS, 410 BLM)**

### Special Events

Special Events include the Mesa Verde Backcountry Horsemen Poker Ride, Leave No Trace Hotspot week-long program (*partnership with CE program*), National Trails Day (*partnership with CE program*), National Public Lands Day, and Chili Chase fundraiser



**Total contacts:**  
**15 Youth (15 FS)**  
**1,149 General Public (1,043 FS, 26 BLM, 80 SJMA only)**

## Other Presentations, Trainings, Workshops & Meetings

Durango TV/LNT spot, University of Missouri lecture, Vantiv Volunteer Fair, Wilderness Intern training (*partnership with CE program*), Wilderness Information Specialists training, Ghost Riders training, Trail Information Specialists training (*partnership with CE program*) and SW Colorado Roundtable.

**Total contacts:**                **250 Youth (250 SJMA only)**  
   **40 Educators (40 SJMA only)**  
   **1,545 General Public (63 FS, 32 BLM, 1,160 SJMA only)**

## Other

SJMA E-news and Special Announcements

**Total contacts: 17,442 General Public (SJMA only)**



# Volunteer Programs and Field Projects-Fiscal 2016

## Programs

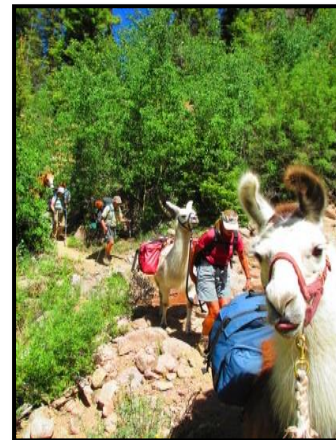
### Wilderness Information Specialists/Ghost Riders



**Goal:** Provide information, education and Leave No Trace ethics to backcountry visitors in the Weminuche, Lizard Head, and South San Juan Wilderness areas. In addition, Clean Waste personal waste bags are distributed at the Needle Creek trailhead. This year SJMA had one volunteer dedicated to stocking the trailhead with the bags and replenishing the sign-in sheets

**Partners:** Durango and Silverton Narrow Gauge Railroad (provide train tickets for volunteers, Connie Roush Fund for funding for Clean Waste Bags.

Program	# Volunteers	# Hours
WIS	25	1251
Ghost Riders	7	126
Train Tickets Provided	30	
Clean Waste Bags Distributed	700	NA
Estimated Contacts		3000



Wilderness Information Specialists are hikers and Ghost Riders are mounted volunteer rangers.



## Trail Information Specialists

**Goal:** To protect cultural resources and the fragile terrain in Sand Canyon located within Canyon of the Ancients National Monument.

Volunteers provide Leave No Trace and other information to trail users, which include hikers, bicyclists, and equestrians.



Sand Canyon	Volunteers – 14	Hours -- 248
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## Adopt-a-Road



**Goal:** To maintain public land roads.

Individual volunteers and groups provide light maintenance on roads throughout the San Juan National Forest and BLM.

Adopt a Road	#Volunteers	#Hours
	53	2200

In the year of 2000, we started our “Adopt A Road” program with San Juan Mountains Association/San Juan National Forest/BLM. Joining in our program at that time were the Creeper Jeepers Gang of Durango. This club has a broad base of hard working members who adopted “Black Bear” forest road on the Columbine Ranger District on the San Juan National Forest side to the top bordering the Uncompahgre National Forest.



The road is rough and steep and many recreationists travel it for the excitement of the terrain, views and challenges.



Knowing this, in 2000, the CJG started doing trail maintenance on Black Bear by repairing water drainage, trash pick-up, restoring natural soil/vegetation conditions from off road travel. Upon many years of labor-intensive actions on this road, CJG has won national honors for this project and have received two “Outstanding Trail Maintenance” awards amounting to around \$7,500.00 from B.F. Goodrich. Part of the repair expenses on this road have been paid for by the CJG out of these awards.

Another segment of road/trail maintenance for CJG is “Elwood Pass” on the Pagosa Ranger District that they adopted with our “Adopt A Road” program. Brush cutting, log/debris clearing and trash removal is their priority.

On the Rio Grande National Forest/San Isabel Pike National Forest, this group has also accomplished the same recognition from B.F. Goodrich of an award amounting to \$4,000.00 for improving 6.5 miles of the Blanca trail/road projects.



## Alternative Spring Break-2016

This year eight students participated in the University of Missouri Alternative Spring Break. Our Colorado spring weather wreaked havoc on some of our plans but overall it was a great success.

The students arrived on Saturday, March 26 and stayed at the Dolores Public Lands Office Bunkhouse.

The bunkhouse is very suitable for college students to sleep, gather and cook for their weeklong adventure. Kathe Hayes gave the students an over view of public lands management in the southwest. Also, there was a map talk about the different areas they would be visiting during the week.

Sunday was spent traveling (on their own) to the Grand Canyon for a quick glance at one of the Seven Wonders of the World.

Monday the students started work. Our project was in Sand Canyon, the Rock Creek trail. Along with our BLM Park Ranger, David Sanders and two volunteers we hiked the trail trimming branches that were encroaching on the trail. Students received education from Larry and Sandy Tradlener about the pueblos located off the trails. For most of the students, it was their first glimpse at our rich Puebloan history of the area and Canyons of the Ancients National Monument. MK Gunn, SJMA program assistant provides lots of flora and fauna education for the students throughout the week.

On Tuesday, we were scheduled to begin our fence work in Disappointment Valley in the Spring Creek Basin Wild Horse Herd Management area. However, Mother Nature had different ideas. After driving to Dove Creek in a snowstorm, we decided to call the day's work. However, thanks to Bridget Ambler at the Anasazi Heritage Center the students were treated to a curation tour and an afternoon in the museum enhancing their knowledge of the area.

Wednesday, the weather was not much better but we headed down to Disappointment with hopes of getting some of the fence work completed. We hauled in many supplies and an H-brace was built before we had to call it again due to snow. We had several BLM folks on hand to help with the project; Garth Nelson, Justin Hunt, Sean Waggoner, were ready willing and able but could not control Mother

Nature. TJ Holmes from the National Mustang Association was on hand to help too, but snow ran us off.

Thursday's project went off without a hitch. Robert Garrigues, BLM lead, the students on a hike to an abandoned road that needed some erosion control work. After getting permission from private landowners to access the site on the Monument the students traveled less than a mile to the site. JoAnn Young, archaeologist, traveled with us and talked about some artifacts found along the way.

On Friday, the students worked half a day in the Monument out at Goodman Point area rehabbing some additional illegal routes. All of the students enjoyed helping maintain our public lands. After the project was complete, private landowner, Mark Montgomery, led us on a hike around Graveyard Canyon and to a very remote Puebloan site. The students enjoyed additional education about the Monument and the discovery museum it has to offer.

Every year we treat the students and guests to a Navajo Taco dinner on the last evening of their stay. The students help prepare the dinner. Most of them have never heard of a Navajo taco. LaVonn Heaton prepared the dough to fry and Kathe prepared her secret chili recipe. Musical entertainment was provide by local Ukulele players, Tom Kochanski, Sandy Hoagland, Beth Wheeler and Herb Folsom.

ASB	#Volunteers	#Hours
	14	651

## Trails/Projects

SJMA has adopters for the Vallecito Creek Trail, Ice Lakes Basin Trail and general maintenance of trailheads in Pagosa.

Trails	#Volunteers	#Hours
	6	342



## Special Events-2016



### **National Trails Day-Get to Know Mud Springs, June 4, 2016**

Because Mud Springs is an underused BLM area, the plan was to have an interpretive day for hikers, equestrians and bicyclists so they could learn more about the area and become more familiar with the trail system. Gabi Morey led a nature hike and had 10 participants. Connie Clementson, Tres Rios Field Manager and SJMA had a booth to answer questions of visitors who stopped by.

### **National Public Lands Day-September 24, 2016**



Twenty volunteers gathered at Sand Canyon Pueblo trailhead, in Canyons of the Ancients National Monument (CANM), for San Juan Mountains Association's (SJMA) 16th annual National Public Lands Day event celebrating our public lands. SJMA in partnership with CANM and Tres Rios Field Office coordinated the event. The volunteers contributed approximately 190 total hours of work.

Volunteers were given handsaws, loppers and other tools and tasked with clearing overgrown brush and

tree limbs from the upper main Sand Canyon trail and the interpretive trail to the pueblo.

Volunteers also cleaned drainages and repaired a section of the parking lot that had eroded. One of the volunteer crew leaders, Jo Young, is an archaeologist. She supervised the volunteers on the interpretive trail and obliterated several social trails in addition to the brushing.

Thanks to a grant from the National Conservation Lands, the volunteers were treated to a BBQ lunch prepared by SJMA. The volunteers also received NPLD t-shirts and a small gift of appreciation from SJMA and the Tres Rios Field Office. Barbara Stagg was the winner of the canyon print donated by the Dolores Public Lands Office.

Professional photographer Priscilla Sherman took photos and the event. Here is the website to view the photos: <https://pshermanphotography.smugmug.com/National-Public-Lands-Day-2016/>

As a special treat for the volunteers, Mark Varien, Vice President of Programs at the [Crow Canyon Archaeological Center](#) in Cortez, Colorado treated the volunteers to a special interpretive tour of the Sand Canyon Pueblo. Mark has been a professional archaeologist since 1976, conducting fieldwork in Guatemala, New Zealand, Texas, Oklahoma, Colorado, New Mexico, Arizona, Washington, Idaho, Montana, and Oregon. He served as a crew chief for the Dolores Archaeological Project in southwestern Colorado and as a project director for the Zuni Archaeology Program, a Zuni Indian tribal enterprise in Zuni, New Mexico. He joined Crow Canyon in 1987.



NPLD	#Volunteers	#Hours
	20	190



## Fourth Annual Chili Chase-fundraiser- September 17, 2016

This event is in partnership with Backcountry Experience. There is a 5K race and a chili cook-off. SJMA provides volunteers for the event and participates in the cook-off.

8 Volunteers	39 hours
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## Ice Lakes Basin Leave No Trace Hot Spot- July 11-15, 2016



SJMA submitted a grant to Leave No Trace Center for Outdoor Ethics to consider Ice Lakes Basin as a candidate for the Leave No Trace/Subaru Hot Spot program...and WON!

San Juan Mountains Association in partnership with the San Juan National Forest hosted the event, a Subaru/Leave No Trace Traveling Trainers Hot Spot team, at **Ice Lakes Basin Trail** in Silverton, July 11-17.

The Trainers spent a week providing

locally tailored programs to meet site-specific needs that included workshops, trainings, trail projects, and a sign installation. LNT contacted about 1200 visitors.

Hot Spot	#Volunteers	#Hours
	8	161





## Silver Bells Christmas Tree Lot-fundraiser (2016)

This was our fourth annual Christmas Tree Lot sale. The lot operates entirely by more than 100 volunteers who d over 1000 hours preparing the lot and selling Christmas Trees.



## SJMA Volunteer/Member Picnic- August 25, 2016

Volunteers & Members gather for a picnic in August as a way of demonstrating our appreciation for their service and support.

## Tree Train (2016)

SJMA volunteers provided assistance with the Second Annual DSN&G Railroad Tree Train.



Tree Train	#Volunteers	#Hours
	24	168





## Southwest Colorado Trails Roundtable

SJMA facilitates the SW CO Trails Roundtable. The group consists of motorized, non- motorized groups, including bicyclists, ATV's, Back Country Horsemen and hikers. There are 30 participants, with 14 groups including the FS and BLM represented. We meet bi-annually.

### The Vision of the SW Roundtable

*To work together to build a collaborative regional community of groups that both improve and use the trails; To build capacity within the groups for doing trail work; To create a safer community for volunteer trail workers; To reduce duplication of effort and work together better.*

The Roundtable is a collaborative effort between volunteer groups and land managers for the purpose of providing an avenue for clear compunction in order to better serve our public lands with hands on stewardship projects. (On-line, [www.sharethetrails.org](http://www.sharethetrails.org))



## Durango Half Marathon

SJMA has a special connection with this half marathon. **Gravity Play** donated a portion of the proceeds from the race for our **Conservation Education Program** and all we needed to do is provide volunteers for the race.

Half Marathon	#Volunteers	#Hours
	14	210

# **Cultural Program**

## **FY16 Program Summary**

The cultural program includes the Cultural Site Stewardship Program (CSSP) and other cultural projects. The CSSP is an on-going activity of the cultural program with other cultural projects arising due to unique opportunities or needs.

### **Southwest Colorado Cultural Site Stewardship Program (CSSP)**

Established in 2000 in partnership with the Forest Service, Bureau of Land Management, Canyons of the Ancients National Monument, and the Colorado State Historical Fund this program is directed by the San Juan Mountains Association on behalf of the federal and state partners. It receives funding from the federal and state partners, and grants from various foundations. The program goals include:

- 1) Training a cadre of volunteers to monitor cultural resources;
- 2) Participating in educational outreach concerning historic preservation; and
- 3) Developing partnerships with other organizations to further historic preservation efforts.

### **CSSP Program Accomplishments**

Direction and guidance provided for site monitors at prehistoric and historic archaeological sites. Stewards provided approximately 400 volunteer hours to the program.



Monitoring at Falls Creek Rockshelter



The CSSP will continue with a focus on Forest Service lands in the Columbine, Dolores, and Pagosa Springs Districts and the development of hands-on projects for stewards.

## Cultural Program Projects

### Project Accomplishments

Hispano Arborglyph Project. This project has been funded by a large grant from the SHF and concluded in December 2015. The project expanded SJMA's early 2000s efforts to include additional field documentation of two campsites along the Pine Piedra Stock Driveway where arborglyphs are located. In addition, historical research on Hispano settlement and herding activities in the area, and oral history information was compiled. Three project exhibits were developed in 2014 at the Pine River Valley Heritage Society's Bayfield Museum, the Open Shutter Gallery, and the Animas Museum. In addition, the project book *The Wooden Canvas: Arborglyphs as Reflections of Hispano Life Along the Pine-Piedra Stock Driveway* was published.

In 2015, *The Wooden Canvas* received three the Colorado Independent Publishers Associations CIPA EVVY Book Awards, including 1<sup>st</sup> Place for History, 1<sup>st</sup> Place for Printing, and 2<sup>nd</sup> Place for Interior layout/Design. The project also received the 2015 Carolyn Bancroft History Prize, awarded in February 2016. Although this project concluded at the end of 2015, the program director continued to give community presentations throughout the year. The book will continued to be marketed to local and regional outlets.



Bird Arborglyph

Documentation of Small Rural Cemeteries in La Plata County. This project has been funded by a State Historical Fund grant to assemble historical information about small cemeteries and to develop a database of buried individuals. Cultural volunteers who assisted with historical research and fieldwork included individuals from community groups and historical societies. In addition, student interns from the Public History program at Fort Lewis College assisted with the project. Of the 13 cemeteries included in the project, over half have been documented. During the winter, cemetery research is ongoing with field documentation resuming in spring. This project will conclude by September 2017.



La Boca Cemetery

A Study of Three Hispano Cemeteries. The SJMA cultural program received a State Historical Fund to study three small remote cemeteries located at the historic settlements of Pagosa Junction/Gato, Juanita, and Trujillo along the San Juan River. Community presentations and publicity have been provided and volunteers have been recruited to assist with the field documentation. Training materials, volunteer class trainings, and a fieldtrip are scheduled for spring. This project will conclude in August 2018.





Childs Grave at Juanita Cemetery

## On-Going Projects

*The Wooden Canvas* book marketing will continue throughout the year. The receipt of another award (The Carolyn Bancroft History Prize for 2015), should help with book sales and marketing to local and regional outlets. In addition, the book is currently being sold at the Tattered Cover Bookstore in the Denver area.

Distribution of past cultural project reports. Distribution of past cultural project reports through a 'print-on-demand' IngramSpark format is underway. Project reports will be offered for sale through the SJMA bookstore, IngramSpark distribution network, and at other book outlets. The first report on historic country schools is currently being edited and will be formatted by a designer for submission to the printer. Other cultural reports will follow later in the year.

## Proposed Projects

Two projects are under discussion for possible implementation in 2017/2018. These include a project to assess an historic forest campsite used by a local Hispano family for their sheep herding and Penitente worship. The site includes arborglyphs, possible remains of herding camp activities, and a Penitente carved cross. If pursued, this project would be funded by a grant from the State Historical Fund.



Herding Site with Arborglyphs and Penitente Cross

The second project concerning an inventory and documentation of historic fruit orchards located throughout La Plata County. The 1870s/1880s early settlement in the county included orchards associated with farms and ranches. These traces of agricultural history are being lost and a grant-funded project would help to document these past activities. If funded and implemented, this project would begin in 2018.



# SJMA Visitor Services and Bookstore Operations

**Objective:** Our goal, as a team who conveys information about public lands, is to serve as a conduit between the visitor and the agency (and vice versa), and help to enhance a visitor's experience through information and the sale of educational products, either at an agency front desk or within the community.

## Ambassador Volunteers

With growing visitation to public lands and limited staff, SJMA, the San Juan National Forest and BLM would not be able to provide the high quality customer service that visitors have come to expect if it were not for our volunteers. Our front desk Public Land Ambassadors are informed individuals who actively enjoy the surrounding public lands, and each brings their own unique knowledge and specialties. Their professional experience and skills range from visitor services, public relations, marketing and computer expertise to educational, organizational, artistic, and store front design.

This year, we had three continuing ambassador volunteers in Durango: Bobbi Rakita, Mary Ann Goff, and Andy McAuley as well as 'guru' Dennis Pierce doing the phone order, email and online stats report and was on-call for staffing needs too. In addition, Alyce Walker came aboard towards the end of the season to learn the ropes for 2017. We also had seven volunteers in Creede (tenured, Judy Blanch, Richard & Penny Newman and newbies Tim & Debra Habel, Daryl & Alica Grand.); eight in Rico (Jack & Karen Meeker, Wayne Fletcher, Sandra Mueller, Elke & Ed Grose, and Deb & Eric Hinz); thirteen volunteers in Pagosa Springs (Rich and Lynne Stinchfield, Dick Hamilton, Jim & Kris Miner, Pat Buckley, Jerry Rogers, Bill Beno, Tom Schoemig, Ann Graves, Beth Morgan, David Karan, and Jim Carson); as well our returning volunteer in Silverton (Lori Nixon).





## Intern Volunteers



Greg Fedarcy, Brooke Ellis, Koya Mannis, and Matthew Syring interned with San Juan Mountains Association at the San Juan Public Lands Center visitor front desk (each contributing between 20 to 80 hours per person). Greg Fedarcy also volunteered 2-days per week over the summer for SJMA's Educational Programs, co-leading tours once a week at Purgatory, as well as another day with other educational opportunities, such as Cortez Playground Days.



Volunteers at the Montrose Public Lands Center sell products on behalf of SJMA, as well as answer visitor information questions about the area (in partnership with the BLM & National Forest.)

Some proceeds from the sales of the Montrose bookstore have helped to provide volunteer recognition materials, Smokey Bear Birthday Celebration supplies, as well as helped to create, maintain and supply a

Campground Guide for the Montrose Public Lands area.



Special thanks to Robin Lewis, the new Montrose BLM Volunteer/Visitor Services Coordinator, and Jane Jones, Uncompahgre National Forest VIS, who continue to support the partnership with SJMA and make the Montrose Public Lands Center Bookstore and Visitor

Services a success!



## Bookstore Facts

We have **14** Bookstore outlets located in: Durango, Pagosa Springs, Dolores, Mancos, Silverton, Rico, Creede, Del Norte, (2) Monte Vista, Saguache, Bayfield, La Jara, and Montrose.

- 3 are seasonally operated offices (Silverton, Rico, and Creede)
- 1 full-time and 6 part-time SJMA Visitor Services Staff
- 2 seasonal staff
- 1 casual employee
- SJMA does not have staff at the Rio Grande National Forest Office nor in the Montrose Public Lands Center, but the offices are provided with products and remuneration.
- The end of 2016 marked 9 1/2 years of having a bookstore at the Public Lands Office in Montrose, CO
- SJMA also collaborates with the San Luis Valley BLM to provide interpretive products at their new office in Monte Vista (since 2015). SJMA does not have staffing at this office either.
- Created new products as well as maintained supplies and products at each outlet.
- The Durango Office prepares and ships out product orders from our online bookstore. In 2016, we had \$5062.63 in “**online out-of-state**” orders and \$562.12 in “**online instate**” orders.

## SJMA Visitor Services and Bookstore Operations General Duties

1. All staff greets visitors on the phone and in person and answer visitor information questions from recreation to multiple-use of public lands, sell SJMA Bookstore and public land products and permits, and pass on land stewardship messages.





A large variety of stuffed animals have arrived to your SJMA Bookstores!

2. SJMA Visitor Services staff provides support to outlying Public Lands Offices (in Creede, Del Norte, Saguache, Mancos, Monte Vista, La Jara, Silverton, Rico and Montrose).

3. Some SJMA Products have been highlighted on Facebook, E-news, and Newsletters.

4. Staff also sells wholesale maps to local businesses throughout Southwestern Colorado.

Most staff members have two businesses that they have ‘adopted’ to check in on a regular basis.

5. Agency and SJMA VIS personnel collaboratively organize annual visitor information workshop training for seasonal visitor information staff, VIS Ambassadors, outdoor retail store staff, local Chambers



and other agency staff.

6. SJMA VIS continued to incorporate and maintain interpretive displays into the bookstore & visitor information area, including the popular “Scats & Tracks” interpretive display, as well as one on wildflowers, fire and mitigation, noxious weeds, why autumn leaves change color, Christmas tree cutting, and Wild Turkeys.

7. SJMA staff and volunteers provide a booth at the Gardenswartz Extravaganza each May to sell SJMA products and answer visitor information questions.



8. Elizabeth Reid, Pagosa VIS, continues to provide assistance to the Colorado Parks and Wildlife during hunting season each year.





9. Annually, SJMA organizes Hunter Educational Booths at the Colorado Parks & Wildlife (CPW) in Durango during the start of the first three rifle seasons in October and November. At the rifle season booths, we spoke 962 hunters in 6 days and sold over \$2500 in maps, OHV Registrations and other interpretive products.

10. At the visitor front desks and booths, we helped the Forest Service explain the changes in motorized-use travel in the travel management plan as well as discussed the MVUMs (Motorized Vehicle Use Maps) with the public. SJMA Visitor Services Staff also continue to help the agency review and provide edits for the new San Juan National Forest Map.



11. For the seventh year, SJMA provided a brochure rack at Backcountry Experience in Durango that accommodates literature of some of the more commonly asked questions about the San Juan Public Lands, including information on camping, the Weminuche Wilderness, the San Juan Skyway, and more.



12. SJMA created a new ball cap and design for the San Juan Mountains Association. It has a drawing of Engineer Mountain on it with the “State of Colorado” symbol for the sun. (The Ball cap comes in an off-white and retails for \$15.00).

13. Seasonal SJMA Staff (Bob Boeder, Charlie Schmalz) as well as regular full-time employee (Mark Winkworth) staffed the Silverton Public Lands office building on north Greene Street, which is a seasonal office open to visitors from June through mid-September.

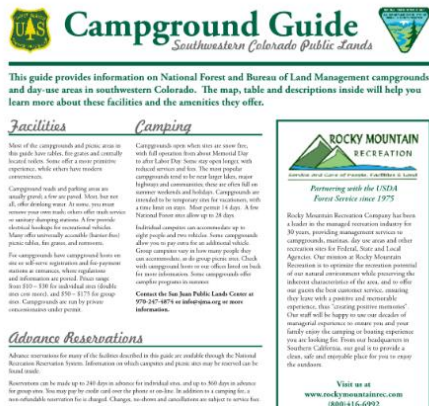


14. SJMA Webmaster Mark Winkworth continued to maintain and organize the SJMA Web site at [www.sjma.org](http://www.sjma.org). The site includes a secure site for on-line ordering, calendar of events and opportunities, and volunteer database. Mark has also become the official San Juan National Forest Webmaster through his position with SJMA.



15. Mark Winkworth and MK Gunn took the lead on “beefing up” the products available for purchase online at [www.SJMA.org](http://www.SJMA.org). They have been focusing primarily on additional books and maps, including the ever-popular Apogee 1:25,000 scale maps, which are gaining interest, and have been replacing our sales in USGS Topo Quad Maps.

16. MK Gunn also has offered a “special” online order where she will highlight the “Hard Rock 100” route on the Map of the Mountains Telluride, Silverton, Ouray map, if a customer purchases that map online and donates \$5. This has been very successful so far and has brought in \$195 in donations thus far. One person alone donated a \$100.
17. For approximately five years, a few of our bookstore outlets have been promoting a “Round Up” Program, where we ask each customer to round up their sale to the nearest dollar to support educational programs on Public Lands. The San Juan Public Lands Center in Durango and the Pagosa Ranger District have been the most successful in the program. In 2016 with Pagosa coming in first with \$721.20 and Durango in second obtaining \$497.69.
18. Our bookstore outlets in Durango, Pagosa Springs, Bayfield, Dolores, Saguache, Monte Vista (BLM), La Jara and Creede continue to sell OHV & Snowmobile Registrations and nonresident permit stickers as a customer service, so visitors do not have to be re-directed to a Colorado State Park Office. We also sell Search & Rescue cards at most of our bookstores.



19. Due to the SJNF not having the funds to update and reprint the “Campground Guide of Southwestern Colorado Public Lands,” SJMA continues to take over the publication. SJMA solicits Rocky Mountain Recreation Concessionaire as a sponsor to reprint the campground guide, yearly. In addition, Lindsay Elworthy updates the publication so it is fresh off the press by May of each year.

20. SJMA Visitor Services Ann McDonald and Mark Winkworth updated the San Juan Region Outdoor Recreation Hotline (sponsored by Pine Needle Mountaineering) from May to October as well as the fall color hotline. Even though the “phone line” is no longer running, a press release does get email out every Thursday with current public lands information to local newspapers, Chambers, Visitor Centers, Tourism Offices, as well as Forest, BLM and SJMA Visitor Information Staff.

21. SJMA Visitor Services Assistant, Patti Brady, organized a field trip for VIS Staff and Ambassadors through the Bureau of Reclamation to view Lake Night Horse, which may open in the next year as they are collaborating with Durango Recreation to manage it. The field trip provided information on history of the lake, how the water is pumped up to the Lake, and the challenges on getting it opened up for public use. A second field trip included a day trip to the Pagosa Ranger District to see campgrounds, trailheads, and roads that we get many questions on.



22. Staff has also been working on ways to strengthen product order security for phone and on-line orders. Additionally, we are enhancing security of credit card use for customers who purchase products at booths by using a secure blue tooth operated credit card machine.



23. SJMA Visitor Services Staff continue to use the “Cashierlive” Point of Sales System for the sales of SJMA and BLM products in Durango, Bayfield, Dolores, Silverton and Pagosa Springs. This year the Montrose Public Lands Center also joined the system.

24. The iPad enables SJMA Volunteers and Seasonal Staff to ring up sales in SJMA’s Cashierlive POS in Durango (due to security issues on the Agency computer), and to provide a manner for



them to also get answers for visitors questions from the internet. The iPad was also used to take credit cards at the Gardenswartz Extravaganza, Hunting Booths, and the Christmas Tree Sales Lot. An older iPad was used this summer for the Divide Ranger District volunteers in Creede to sell SJMA Products.

25. SJMA also continues to provide support for transferring supplies of America the Beautiful Passes to outlying Ranger Districts/field offices. SJMA also takes the lead of transferring and accounting for Agency Fuel Wood and Agency Christmas Tree Cutting Permits to the agency vendor in Durango, Kroeger’s True Hardware.