

**EXPERIENCES WITH
IMPLEMENTING LEAVE NO TRACE**



**Donald Gale
February 24, 2009**

CHAPTER I

INTRODUCTION

This training guide is divided into the following six chapters:

- I INTRODUCTION**
- II PRINCIPLE VOLUNTEERS**
- III HISTORY**
- IV LESSONS LEARNED**
- V IMPLEMENTATION STRATEGIES**
- VI CONCLUSION**

Much of society, in reality – the majority, don't fully realize how simple choices and actions can make such a profound difference when outdoors. Leading others to “discover” and define their own outdoor ethic is more effective than trying to “convert” them to our personal outdoor ethics. After all, it doesn't really matter why they are more responsible when outdoors – all that matters is that they are. That is the motivation for developing this training tool.

It is normal for people to feel their situations are different and that lessons learned by others don't or won't apply to them. I feel it is safe to say that most lessons apply to the majority of situations – even after considering the occasional deviation from the norm. To take advantage of that principle this document will provide a short history of Leave No Trace implementation within the Utah National Parks Council, the main characters involved, lessons learned and how others can apply what was learned in their council. You will learn of the many mistakes that were made, wrong directions taken, and wasted effort - from which much was learned.

You will also notice how those issues were turned around in a way that successful implementation followed. We still haven't had as many successes as we did failures – but that mirrors real life. The key is we learned and moved on and have enjoyed a measure of success that pleases us and benefits the land. Don't get discouraged, don't give up, you can do it.

“Selling” Leave No Trace:

We will be more successful in implementing Leave No Trace once we accept that the entire process is a sales job. We must first “sell” other leaders on the benefits of supporting Leave No Trace efforts. Then we must “sell” potential staff members on the benefits of helping provide training to others. And then we must “sell” future participants on the benefits of taking the time to become properly trained. And, finally, we must “sell” everyone on the benefits of implementing Leave No Trace principles, and other valuable land ethics, in all of their actions. Let’s review two principles that will help everyone be more successful in “selling” Leave No Trace, or any other program to others.

Principle 1:

This is an immutable principle in marketing: People buy based on emotion and justify their decision with logic.

Example: I am in the market for a new car and see a red one that I really like (emotion) – but it costs \$2,000 more than I planned on spending. I justify the increase because it gets great gas mileage (logic) and by keeping it an additional two years before buying another car (logic).

With very few exceptions we are sold (buy) what we want (emotion) after justifying the purchase with some form of logic. Often the logic is minimal but it is enough to justify our actions.

Principle 2:

Everyone also needs to understand how a particular product or program will benefit them before they will purchase a product or get involved with a program. All products have the following elements. Let’s use a ballpoint pen as an example.

Product Feature: Every “product feature” is designed to fill a specific need relative to the product. The clip on the barrel of the pen is a “product feature”.

Product Benefit: The purpose for which a product feature is provided is called a “product benefit”. The “product benefit” of a clip on a pen is to keep the pen in the users pocket when they move around or bend over.

Consumer Benefit: Every “product benefit” provides a “customer benefit” to encourage us to buy their product. The “customer benefit” of a pen with a clip on the barrel is they won’t have to bend over to pick the pen up when it falls out of their pocket.

Effective marketing has conditioned society to know that they should purchase a pen with a clip (product feature) which will keep the pen in their pocket (product benefit) so they don’t have to bend over to pick it up (consumer benefit).

This is how these principles could apply to a Course Director – find their hot button:

Product/Program Feature: Your staff will teach “Advanced Outdoor Skills”.

Product/Program Benefit: The Course Director will save time and energy.

Consumer/Program Benefit: The Course Director can focus on other things ensuring a better course for the participants.

Emotion: I won’t have to work as hard on the course.

Logic: Participants will learn from “experts”.

This is how these principles could apply to a Participant:

Product/Program Feature: Participants will learn from “experts”.

Product/Program Benefit: Participants will know how to minimize their impact.

Consumer/Participant Benefit: Participants will maintain access to favorite locations.

Emotion: I will enjoy my time on the mountain.

Logic: I will be better prepared to teach the kids I work with.

This is how these principles could apply to YOU:

Product/Program Feature: You provide a program on a previously scheduled venue.

Product/Program Benefit: Venue organizers take care of logistics, advertising, collecting money, etc, which makes it easier on you and your staff .

Consumer/Trainer Benefit: Since others are doing all the logistics work your staff can focus on the program.

Emotion: I give up some control, and others get the credit, by using an existing venue.

Logic: I can teach more participants which will do more to protect the land.

Hopefully this makes sense. The bottom line is that people must:

1. Understand what they are getting.
2. Recognize what that means to them.
3. Realize how it benefits them.

CHAPTER II

PRINCIPLE VOLUNTEERS

It will be beneficial for readers to be familiar with the principle volunteers referred to in this manuscript. A short background is provided in this section. You will also experience their commitment to Scouting, young people, and our natural resources. Notice that they are long time Scouters who know and understand the “systems” within the Boy Scouts of America and have learned to work with them when possible and work around them when necessary to get the job done. At no time do they minimize another volunteers assignment or willfully ignore another leaders counsel. As you find their names elsewhere you will feel they are already your friends. Volunteers are listed alphabetically by last name.

Ray Cook:

Ray was a member of the Utah National Parks Council Camping Committee in 1997 and worked extensively with the Cub Scout and Family Camp programs. He was already teaching Leave No Trace in local grade schools around his home in Roosevelt, Utah. He served as the Vice Chairman on the LNT Committee from 1998 to 2002. Ray served as the Chairman of the LNT Committee in 2003. Since then he has been the council Camping Committee Chairman. Ray has received the Silver Beaver and Silver Antelope Awards, William T. Hornaday Gold Badge and is a Vigil member of the Order of the Arrow. He is a Leave No Trace Master Educator and Tread Lightly! Master Tread Trainer. Ray attended the 2004 and 2006 National Order of the Arrow Conferences (NOAC) and is a member of the team teaching Leave No Trace to Philmont staff every year since 1999. He also became one of the few to attend a BSA Master Educator Instructor course and is a member of the national BSA Leave No Trace Task Force. In 2006 Philmont requested that Ray organize all Leave No Trace training for staff members in the future.

Donald Gale:

Don was Vice Chairman of the Utah National Parks Council Camping Committee in 1997 and also served as Chairman of the Leave No Trace Committee from 1998 to 2002. At the start of 2003 he accepted an assignment to prepare young men to serve as staff at the 2004 National Order of the Arrow Conference. Don has attended numerous federal land management agency Leave No Trace Coordinators meetings and has worked with federal and state land management agencies teaching Leave No Trace, Tread Lightly! and other nature awareness programs across the United States.

Don has received the Silver Beaver Award, William T. Hornaday Gold Medal and is a Vigil member of the Order of the Arrow. His OA name is Achgeketum which means “teacher”. Don is a Leave No Trace Master Educator, Tread Lightly! Master Tread Trainer and is a qualified instructor for Project WET, Project WILD and Project Learning Tree. He lives in Provo, Utah. Don attended the 2001 National Jamboree as staff for the Conservation Trail, The Outdoor Adventure Place (TOAP), High Adventure displays and Merit Badge Midway (Orienteering). He has also served as staff in the TOAP area at the 2002, 2004 and 2006 National Order of the Arrow Conference’s and has been teaching Leave No Trace to Philmont staff since 1998. Don authored “Teaching Leave No Trace” which is the official BSA manual for Leave No Trace and wrote Chapter 7, “Implementing Leave No Trace” for the current version of the Field Book.

Gregory Hansen:

Greg served as the USDA Forest Service National Leave No Trace Coordinator for a number of years prior to his retirement in the summer of 2004. Greg has been active in Scouting since he was a young man, is a Vigil member of the Order of the Arrow and has been adopted by a number of Native American Tribes. Greg has received the Silver Beaver Award and the William T. Hornaday Gold Medal. He has attended numerous National Jamboree’s and National Order of the Arrow Conferences. Greg lives in Phoenix, Arizona and is a Leave No Trace Master Educator. Although Greg is not in the Utah National Parks Council he has served as a trusted advisor for most of our activities and ideas because of his extensive experience.

Stewart Jacobson:

Stew served as the Bureau of Land Management National Leave No Trace and Tread Lightly! Coordinator for fifteen years prior to his retirement in September of 2004. Stew is considered the grandfather of Leave No Trace and was responsible for the Boy Scouts of America becoming involved with the program. He also introduced Leave No Trace at National Jamborees and National Order of the Arrow Conferences. Stew is a member of the Great Salt Lake Council

where he received the Silver Beaver Award, the William T. Hornaday Gold Badge, William T. Hornaday Gold Medal and is an Ordeal member of the Order of the Arrow. He introduced Leave No Trace staff training sessions at Boundary Waters High Adventure Base and has been instrumental in the same program at Philmont. Stew attended the '93, '97 and '01 National Jamborees and '94, '96, '98, '00 and '02 NOACs. He is a Leave No Trace Master Educator and Tread Lightly! Master Tread Trainer. Stew was instrumental in Leave No Trace being included in the current version of the Field Manual. Although Stew is not in the Utah National Parks Council he has served as a trusted staff member and advisor for most of our ideas and activities.

William Wagner:

Bill served as the Bureau of Land Management Leave No Trace and Tread Lightly!Coordinator for the state of Utah prior to his retirement in 2006. He is a member of the Great Salt Lake Council where he received the Silver Beaver Award and the William T. Hornaday Gold Badge and is a Brotherhood member of the Order of the Arrow. Bill is responsible for many nature awareness and science programs that have been popular at Philmont Scout Ranch for several decades – yes, decades. His work at Philmont made it possible for Stew to introduce the Leave No Trace program there many years ago. Bill attended the same National Jamborees and National Order of the Arrow Conferences as Stew and has instructed staff at Philmont for over twenty years. Bill lives in Salt Lake City, Utah and is a Leave No Trace Master Educator and Tread Lightly! Master Tread Trainer. Although Bill is not in the Utah National Parks Council he has served as a trusted staff member and advisor for most of our ideas and activities.

CHAPTER III

HISTORY

Only the history needed to teach the concepts has been included.

1997:

In October of 1997 Don accepted an assignment as Vice Chairman of the Utah National Parks Council Camping Committee and was asked to serve on the Leave No Trace committee. He was instructed to work with Sarah Flinders of the Forest Service. Sarah had contacted the council several months earlier and wanted to help local units implement Leave No Trace using a program that had been developed by BSA members and land management agencies in the Northwest called "Scouting Ahead".

She had been working with several units and felt others would benefit from the program. Don was assigned to review the program and propose a strategy to implement it council wide. Don reviewed Scouting Ahead with numerous unit leaders who chose not to support the program. They felt it was too harsh and not user friendly for the average Scout unit. Unit leaders felt it was too hard on traditional Scouting traditions such as fires. Because of leader reactions and the very strict testing procedures that were required for everyone involved with the program Don determined it would be extremely difficult to implement. From November, 1997 to March, 1998 Don re-wrote the program in the hope that unit leaders would support it. After several attempts at implementation Scouting Ahead was abandoned because local leaders would not support it.

1998:

In March of 1998 a publication authored by professionals with the Bureau of Land Management and Forest Service in Utah came to Don's attention. Upon review it appeared it could be adapted for BSA use in a way that would be user friendly and acceptable to unit leaders.

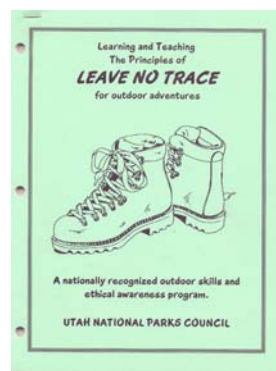
From March to June Don used the manual as a starting point and authored an LNT reference manual that was Scouting friendly for the council. Then a new concern surfaced that almost stopped the entire implementation process. It became clear that each of the five national forests within the council boundaries expected something different and were not open to a consistent application of principles in all the forests. One land manager suggested we visit with a regional manager to encourage all the forests to work with the same principles and the committee.

The regional manager was willing to help if all three BSA councils in Utah were going to be on the same program. The regional manager agreed to bring a land manager from each federal agency to the table if Don would arrange for someone to represent each Scout council in Utah. The initial meeting was set for three months later at the BLM state office in Salt Lake City.

As the date grew near Don formed an unofficial committee comprised of a representative from the Utah National Parks (Don), Great Salt Lake Council (Fred Jeppson) and Trapper Trails Council (Kim Hardcastle). At the first meeting in August representatives from the Forest Service, Bureau of Land Management and National Park Service were added to the ad-hoc committee. It was at that meeting that Don met Stew and Bill who were representing the BLM.

Stew and Bill indicated they had just returned from the National Order of the Arrow Conference where the Leave No Trace Awareness Award had been introduced as the official Leave No Trace program for the Boys Scouts of America. The new program was developed by Bill Brooks who was a BLM employee and long time Scouter. At that point everyone felt there was no longer a purpose for continuing our local program since there would be an official national program. A few weeks later Don became The Utah National Parks Councils Leave No Trace Committee Chairman.

A few months later it was determined that national BSA was not going to provide any type of resource to teach Leave No Trace and would expect those interested in the program to find their own resources. The committee decided to prepare a resource manual for Utah Scouts. It was felt a publication was needed that embraced the culture of the BSA so their members would be more engaged in implementing the program. Don had completed the manual by then and it was presented to the committee for approval. About this time Stew suggested Don contact Charlie Thorpe as he had also written some helpful documents. Ideas from Charlie's documents were included in the completed manual.



Not long after that Stew told the committee that the Education Review Committee (ERC) for Leave No Trace, Inc. had just changed the principles so the manual was no longer accurate. Between October, 1998 and January, 1999 Don re-wrote the manual to be consistent with the new principles and it was proposal the new handbook become the official Leave No Trace Handbook for the Boy Scouts of America and used as a resource to earn the Leave No Trace Awareness Award.

It was at this time that things started coming together to put all the planning to work in the field. Sarah suggested the committee apply for an educational grant from the Forest Service to publish the manual for distribution within the three councils and send two people from each council to a Leave No Trace Master Educator course. While all of this was going on Ray was actively involved teaching Leave No Trace in elementary schools using the Impact Monster skit. The skit had been developed a few years earlier by a Forest Service ranger in the northwest. Stew and Bill were busy implementing a Leave No Trace program at the Boundary Waters High Adventure Base and maintaining the same program at Philmont. Bill assisted efforts to implement nature awareness programs using Leave No Trace in the Great Salt Lake Council and Don organized efforts to provide a program for the members of his council.

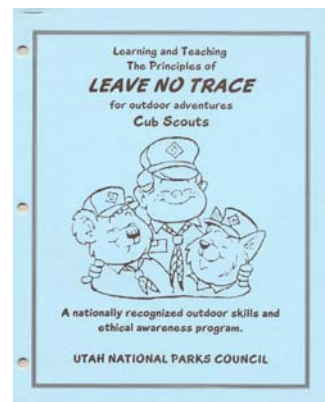
At the time Don was an Order of the Arrow (OA) Chapter Advisor, Logistics Advisor for the OA Conclave for the three councils in Utah, and an Assistant Scoutmaster on a week long council Junior Leader Training course. Ray and Don used their contacts to encourage other volunteer leaders to include the Leave No Trace message at Don's district Camporee and Webelos Woods. LNT Camporees became a common occurrence throughout the council after that. Don also taught three one hour sessions at the local Brigham Young University Merit Badge Pow Wow. Since Don was already attending staff meetings for the area OA Conclave he volunteered to provide Leave No Trace sessions and the lead advisor jumped at the offer.

The Leave No Trace message reached 752 people in the Utah National Parks Council during 1998.

1999:

Towards the end of January Stew informed the committee the ERC had not officially adopted the new principles and were changing them again. From then to the middle of May Don re-wrote the manual for the third time to match the newest set of principles. Stew indicated that this type of major change normally took up to three years but since Don was pushing so hard to complete the manual the ERC completed the change and approval process in under a year.

During this time Stew, Bill and Don had met several times and were concerned there was no official Leave No Trace program for Cub Scout age members. They organized a program to be used by the three councils in Utah, wrote a syllabus, and designed a patch. Each council used the same patch but put their own council name on the patch.



In April the committee received \$7,000.00 instead of the \$6,000.00 they had applied for. In May the committee used the funding to publish 9,600 copies of “Teaching Leave No Trace” and the Cub Scout manual. Each council distributed them differently but the Utah National Parks Council provided one free copy of each manual to each chartered organization through their District Executives. In June Stew, Bill and Don traveled to Philmont Scout Ranch and worked with Greg teaching Leave No Trace principles to staff who would then teach participants during the summer.

In July Don served as Scoutmaster for a week long Junior Leader Training course. The entry to the staff area included a gateway that displayed all of the principles. The course curriculum was also adapted to include a session on each principle. At the Outdoor Retailers show in Salt Lake City in September Don started contacting companies that manufactured or distributed recreational equipment for product donations to use at training events.



In October he attended a Master Educator course along with a volunteer from the Trapper Trails Council. In November the OA Lodge Advisor, Jay Thomas, along with Jack Dillon, the Lodge Staff Advisor and Don discussed the possibilities of the Lodge being responsible for Leave No Trace implementation within the council. The committee continued programs started in 1998 and implemented a program for Cub Scout Day Camp.

The Leave No Trace message reached 1,767 people in the Utah National Parks Council during 1999.

2000:

In February Don greeted visitors at the Leave No Trace display at the Outdoor Retailers show in Salt Lake City. He used the opportunity to continue contacting companies to encourage their support of council Leave No Trace efforts. The OA Lodge leadership voted to accept responsibility for Leave No Trace implementation in the council. Don was asked to prepare a report to be submitted to the national OA to include LNT implementation in their long term strategic plan. The report was submitted in May.

Also in May Don assisted the Great Salt Lake Council in planning and implementing their LNT display for Scout-O-Rama. In May and June the committee sponsored an LNT display at the annual OA Lodge Tee Pee Week. In June Stew, Bill, Ray and Don met Greg at Philmont to train staff members. In August the committee sponsored an LNT program and display at the Utah National Parks Council 3 day Jamboral which had over 45,000 participants. Over \$5,000 in Leave No Trace educational materials were provided to districts and \$30,000 of outdoor equipment were given to participants in drawings. A week later Don again participated in the Outdoor Retailers show with LNT, Inc..

In the fall one volunteer from the Trapper Trails Council, two from the Great Salt Lake Council and three from the Utah National Parks Council attended Master Educator courses. During this time Don designed training posters (now available on the ROAR website) that were specific to Scouting and tried to implement an independent web site for Lodge and National BSA LNT use. In October he worked with Steve Foster, a UNPC professional to conceptualize a new LNT program which eventually became the LNT-BSA Guide program. Don participated in the National Leave No Trace Coordinators meeting at Escalante, Utah for federal land managers.

In December Don made 630 training posters for the training kits the committee were planning on putting together. This included copying, glueing, laminating, trimming and installing grommets on every poster. Throughout the year Don had been collecting donated training aids for 41 district and advisor training kits. Contents of the kits are listed on the ROAR website in the 5 Minute Presentation Sessions.

The committee continued with programs started in 1998 and 1999 while implementing additional programs for the council Wasatch Front Scout EXPO (Scout-O-Rama), OA Training Summit and held two Leave No Trace Trainer courses.

The Leave No Trace message reached 62,816 people in the Utah National Parks Council and surrounding area during 2000.

2001:

In January Don started putting together the training kits and participated in the Outdoor Retailer show in February. In March the committee adopted the design elements and placed the initial order for baseball caps that would be provided to those who qualified as Leave No Trace Trainers and Master Educators. In April the committee sponsored a Leave No Trace Trainer course for 66 adult participants from 32 districts. The course was held over a three day period and included an OA Ordeal for those who were becoming members of the OA. Training kits were



provided to those who were designated as OA Chapter Leave No Trace Advisors. Ten thousand dollars worth of donated outdoor equipment was given away in drawings to participants.

In May Don presented a report to the council Risk Management Committee demonstrating how Leave No Trace implementation would reduce risk and liability issues for the council. In June Stew, Bill, Ray and Don met Greg at Philmont to train staff members. Don also worked with a council website volunteer with the goal of having an LNT page operating by July. As it turned out the Website Committee Chairman wasn't willing to provide the resources the LNT committee requested to develop a significant presence on the council site. A short time later Don met another member of the website committee on an unrelated matter and expressed his dismay at the chairman's unwillingness to work with the committee. The new contact said not to worry as he would help the committee get what they needed on the site. Over the next few months he worked tirelessly to develop what the committee requested.

In June Don assisted the Great Salt Lake Council in planning and implementing their LNT display for Scout-O-Rama. Don then went to the professional website advisor and convinced him to give the LNT committee a six month trial on the council website and if there were any type of problem the LNT page would be pulled from the site. He agreed and although the chairman eventually changed the way things were done there was finally something on the site.

In June Stew, Bill, Ray and Don met Greg at Philmont to train staff members and in July Stew and Don planned the LNT Guide program (available on the ROAR website). At the time LNT, Inc. had no provisions for any type of training less than sixteen hours in length. Stew and Don felt there was a need for a shorter introductory training model. Jay Thomas (Lodge Advisor), Micki Kropf (Assistant Lodge Advisor) and Bill were instrumental in setting the direction for the new program.

The committee requested permission from the ERC to provide an 8 hour course which would allow participants to be recognized as an LNT Guide. The ERC had not considered a course shorter

than 16 hours so it took them a number of months to develop their current workshop model. Once workshops were official the committee designed a set of patches for LNT recognition. The Lodge approved the new program and patches with no funding.

The first patches had a green border and script but after the first order the committee decided the patches should look like interpreter strips to encourage the BSA to approve their official use. The round patch was, and is, given to anyone attending any type of Leave No Trace session. Participants add individual segments as they complete different activities.



In July Don received the William T. Hornaday Gold Medal which was presented at a Leave No Trace workshop being held at Camp Maple Dell. In July and August Stew, Bill and Don participated as staff at the National Jamboree. They taught Leave No Trace on the Conservation Trail and in The Outdoor Adventure Place (TOAP). Don also had assignments at the Merit Badge Midway and in the High Adventure area. It was at Jambo that other councils expressed an interest in the new Guide program. By the end of Jambo Stew, Bill and Don had agreed on some minor changes which were approved by four other councils and would involve a pilot program in the those councils.

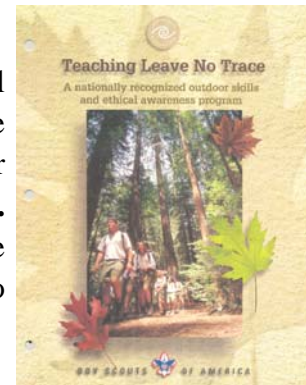
By then the Utah National Park Council's Leave No Trace program was starting to enjoy a certain level of success and the Lodge invited the LNT committee to provide the entire program at the fall OA Pow Wow. We used the opportunity to complete final Guide program elements and organized the Pow Wow as a Leave No Trace - BSA Guide activity. By then it had become obvious that an eight hour course would not work. The committee adapted the program to a four hour course and it was very successful.

In August Don was invited to edit the council Junior Leader Training Syllabus so they could implement LNT in all future council JLT training sessions. The end result is approximately 1,200 staff and participants become LNT-BSA Guides each year. Don also participated in the Outdoor Retailers show in August and met with LNT, Inc. to facilitate implementation of the LNT Guide program. LNT, Inc chose not to support the model and required that it be referred to it as the Leave No Trace - BSA Guide program so it was clear they were not associated with it.

By the end of August over 1,400 Cub Scouts and their leaders had qualified for the council Leave No Trace patch for Cubs. By September the council website was reorganized to properly represent the image we wanted. In October members of the committee met with council camp directors to organize Guide sessions at resident camps. Don was also invited to provide an LNT workshop for the Brigham Young University Recreational Management program. In November Stew, Bill, Greg and Don participated in the National Leave No Trace Coordinators meeting in Shepherdstown, West Virginia.

From September, 1999 to November, 2001 Don contacted 144 national and international manufacturing and distribution companies for donations of outdoor related products and services. Seventy donated, sixty-four declined and ten were undecided and dropped from future contact. Donated products were used to prepare the training kits that were provided to each district and as drawing prizes at larger LNT venues. Contact Don directly if you would like to visit about how that was done.

The committee also sponsored three workshops for Boy Scouts, Girl Scouts and elementary schools. The workshops were attended by the Traveling Trainers. The committee also prepared female leaders and their youth staff to teach Leave No Trace to young women at church camps. During the year the Boy Scouts of America adopted and published the training manual developed by the committee as the official BSA Leave No Trace manual.



The committee continued with programs started in previous years while implementing additional programs for the council Powderhorn Venture Leader Training, Cub Scout Pow Wow, Roundtable presentations and held one Leave No Trace Trainer course.

The Leave No Trace message reached 18,751 people in the Utah National Parks Council during in 2001.

2002:

Over the years Ray had served on staff at numerous National Camp Schools. He visited with many people associated with the Cub Scout program on a national basis and showed them the Leave No Trace program the committee developed for the younger boys. Ray encouraged them to include Leave No Trace requirements throughout the Cub Scout program. It was shortly after this the Cub Scout Leave No Trace Frontcountry program was introduced.

The committee initiated nature awareness sessions at monthly Roundtable in the early part of the year. In June Stew, Bill, Ray and Don met Greg at Philmont to train staff members and Don

received a national award from the Chief of the Forest Service for exemplary service and efforts as an individual Forest Service volunteer.

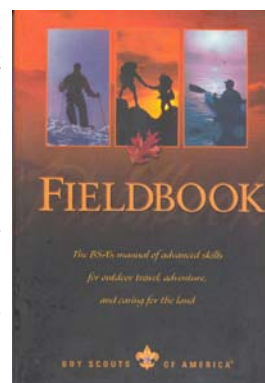
In July Stew, Bill, Greg and Don attended the National Order of the Arrow Conference at Indiana University and participated on the Leave No Trace staff and provided classroom sessions showing and discussing outdoor equipment which encourages Leave No Trace principles. The committee continued with programs started in previous years.

The Leave No Trace message reached 43,074 people in the Utah National Parks Council during 2002.

2003:

Don completed Chapter 7, Implementing Leave No Trace, for the Field Book update and along with Stew reviewed the manuscript for correct application of Leave No Trace information.

In February Don completed and submitted a proposal that only young men serve as LNT staff in The Outdoor Adventure Place on future Boy Scout of America venues. In March the proposal was approved. An effort was made to recruit young men from across the country but leaders could not find applicants who were interested in being on staff. The committee recruited 22 young men and 12 adults from the Utah National Parks Council. For varying reasons young men and adults dropped out and others replaced them. We worked with 32 young men to get 9 and 18 adults to get 5. In June Stew, Bill, Ray and Don met Greg at Philmont to train staff members and in November Ray, Bill, Don and Greg returned to Philmont to propose the NOAC team of young men provide the Leave No Trace training for Philmont staff that was normally provided in June by adults.



There was a high level of concern the “expert” young people on staff at Philmont would not accept younger boys teaching them outdoor skills. Eventually Philmont agreed to let the boys teach as long as adults would step in as needed. To prepare the kids for Philmont and NOAC the staff completed a Trainer course and met once a month for three hours to practice their presentations.

Stew, Ray and Bill received the William T. Hornaday Gold Badge in May. The committee continued with programs started in previous years while implementing additional programs for Northstar Outdoor Skills training.

The Leave No Trace message reached 36,757 people in the Utah National Parks Council during 2003.

**Only a quick overview will be provided for the following years since
Stew, Bill, Ray, and Don have not been involved in ongoing council programs
implemented by the committee prior to 2004.**

2004:

Early in the year Ray became the council Camping Committee Chairman and another volunteer became the Leave No Trace Chairman. Don focused on getting the young men prepared for Philmont and NOAC.

In June the NOAC youth staff traveled to Philmont where they taught the staff Leave No Trace principles, skills and ethics. They were well received and were responsible for teaching hundreds of staff members in base camp and the back country. They also completed a service project building trails. Later in the month Stew, Don and Greg attended the National Leave No Trace Coordinators meeting for federal agencies in Albuquerque, New Mexico where Stew received the William T. Hornaday Gold Medal and announced his retirement in September. Greg retired shortly after that.

In July the NOAC staff traveled to Iowa State University in Ames Iowa for NOAC. The Leave No Trace area was the only one entirely staffed by young men. At previous NOAC's approximately 300 participants had gone through the LNT area. Over 3,000 were taught by these great young men and they were given an invitation to staff all future national venues where Leave No Trace was taught. Visiting youth and adults alike were very impressed with their knowledge and presentation skills. It should be noted the youngest staff member was twelve years old and the oldest was seventeen.

On the trip home the staff visited many national sites including Mt. Rushmore, the Custer Memorial, Yellowstone and the Grand Teton's. They also taught Leave No Trace sessions at the Teton High Adventure Base and enjoyed a whitewater rafting trip down the Snake River below Jackson Hole.

2005:

Ray, Bill and Don became Tread Lightly! Master Tread Trainers. Don became qualified to teach Project WET, Project WILD and Project Learning Tree programs.

In June Bill, Ray and Don met Greg at Philmont to train staff members. Of interest is the reception they received. The returning Philmont staff were very disappointed the NOAC youth were not there to instruct them. It was explained that they were not experts in the backcountry like the Philmont staff was. They said that didn't matter because they liked being instructed by youth rather than adults and they did know what they were talking about.

In August Ray, Bill and Don organized The Center for Responsible Outdoor Activities and Recreation (ROAR) which was approved by the IRS as a nonprofit organization in September.



The NOAC staff served at High Uinta Wilderness Camp as staff in July teaching youth and their adult leaders important nature awareness skills and ethics. By then their message had been adapted to include Tread Lightly!. In August part of the staff attended a local Jake Day's activity for the National Wild Turkey Federation where they taught nature awareness to all ages. Ray attended the first course offered by the BSA to become a Leave No Trace Master Educator Instructor.

2006:

ROAR organized a Venturing Crew which they sponsor to provide training as needed to other youth groups. In May Ray was the lead instructor for a Master Educator course for Philmont staff. In June Bill, Ray and Don traveled to Philmont to train staff members Venturing Crew 1401 spent a week at the Teton High Adventure Base in Jackson, Wyoming teaching camp participants in preparation for NOAC.

In July the Crew traveled to Michigan State University in East Lansing, Michigan to attend NOAC as staff for the nature awareness area in TOAP where they taught Leave No Trace and Tread Lightly!. They had the only area entirely staffed by youth. In the fall Ray traveled to Washington D.C. where he received the Silver Antelope award for his volunteer service in the Boy Scouts of America.

2007:

In May Ray was the lead instructor for a Master Educator course for Philmont staff. In June Bill, Ray and Don traveled to Philmont to train staff members. The next week Venturing Crew 1401 spent a week at Teton High Adventure Base instructing the entire staff so they all became Leave No Trace Trainers and Tread Lightly! Tread Trainers. The staff was able to spend several days on the Snake River enjoying whitewater rafting and canoeing as they instructed the Teton staff.

2008:

In June Bill, Ray and Don traveled to Philmont to train staff members.

CHAPTER IV

LESSONS LEARNED

It should be noted that there are always exceptions to what is shared here, but on the whole they are rare. The list is not in the order of importance as all the lessons we learned are important.

1: THIS IS THE MOST IMPORTANT LESSON TO LEARN:

Use youth staff when at all possible – even when teaching adults. It takes more work on your part to get them prepared but the HUGE payoff is worth every effort. It is hard. It is frustrating at times. But youth participants will listen to their peers when they won't listen to you. Adults will be impressed and listen better as well.

2: The committee learned very early, that for the most part, professionals and staff in the council were not interested in, or prepared to, spend the time necessary to make Leave No Trace work effectively. On the other hand they were extremely interested and helpful if our efforts made their job easier.

3: Generally the best help you can receive from a Scouting professional, and their staff, is for them to stay out of your way so you can get something done. It is not their fault as long as Leave No Trace and other conservation related issues are not part of their critical achievement requirements.

4: It is absolutely necessary to know ALL of your councils District Executives, Camp Directors, etc. As they get to know you they will at least stay out of your way. Help them look good and they will start helping in what little ways they can. Again, this is controlled by what they must do to keep their jobs and advance in the BSA system.

5: The Training Committee was not (and is still not) interested in Leave No Trace. We learned not to waste their time, or ours, in promoting training opportunities. That was, and is, understandable when one considers Leave No Trace is still a relatively fledgling program without real support or guidance from the top. We may assume it has support from the top but it doesn't appear that way

to most other volunteers when the suggested Leave No Trace position is outlined as an option. It is made even more unclear when one considers the on going discussion relative to which committee the position reports to, and if the title and duties are going to change – which appears likely.

6: Instead we went directly to the director for the course we wanted to be involved with. Rarely were we put off or discouraged from participation as it actually made their assignment easier. It has always been very easy to obtain permission to participate because our participation made their job easier. Course Directors have ALWAYS been very open to our participation when we went directly to them. We found the same to be true for virtually any activity or venue we wanted to be involved with.

7: Before talking to a Course Director we would learn what the activity, course or venue was about and how we might be able to weave Leave No Trace into it. It is a major mistake to try to “force” a fit. There are adequate opportunities without doing that.

8: Most leaders of any type of venue will jump at the chance to off load a portion of their work. Just make sure you know what they are trying to accomplish with the program or activity and what you have to offer helps them meet THEIR goals.

9: With the exception of a Trainer course it is a MAJOR mistake to try to provide a stand-a-lone Leave No Trace activity. It is not a question of whether that is right or wrong. It is a matter of expediency for those you expect to attend. We have NEVER had a successful stand-a-lone Leave No Trace, nature awareness, conservation, or whatever you want to call it venue be successful (as measured by the number of participants).

10: On the other hand we have NEVER had a program fail that was part of a previously planned venue. Either as the main program for the scheduled venue or as an important side activity for the venue. Some have been more successful than others but none has every been a complete bust.

11: When we are part of a previously scheduled activity we minimize work for adult volunteers who normally would not attend our stand-a-lone activity . These great leaders are already planning on attending so why not take advantage of their being there with the boys. We also multiply the results because now the entire unit learns – not just the leader.

12: We found leaders responsible for venues that had been successful in the past were looking for new program ideas. We suggested they off load some of their work load to us. Examples would be Camporee, Scout-O-Rama, Webelos Woods, Roundtable, Cub Day Camp, resident camps, Order of the Arrow activities, etc. Almost any outdoor program can host some type of Leave No Trace program.

13: Almost everyone is excited to have an “expert” offer to provide part of their program. We convinced them WE were the expert they needed.

14: Through hard, and not pleasant experience, we have learned it is a major mistake to promote or refer to an activity or program as Leave No Trace, environmental or conservation. In many circles even the word “ethic” has a negative overtone to it. These are our buzzwords but they are a sure turn off for most of those we want to work with. People seem to feel like they are being beat over the head with “environmental” and “conservation” issues. They are tired of being told what they “can’t” do. As a practical matter most people will make the connection once they get involved and don’t have a problem with it. But we have to get them involved first – then it will come. When we lead them to their own “discovery” they will support us forever. Remember: NEVER - NEVER - NEVER promote an activity or venue as Leave No Trace, conservation, etc.

15: ALWAYS promote activities as “Advanced Outdoor Skills” or “Advanced Camping Skills”. Today everyone wants to be more advanced and enjoy the challenge of doing things at a higher level. Our great young people especially need the challenge to break from mediocrity. They will respond in magnificent ways.

16: Always make it clear right at the start you are not trying to stop them from doing anything they are already doing. Emphasize the point you are going to help them learn new skills to do about anything they want to do, or are already doing, in a way that when they are done with the activity it will be difficult for others to tell they did it. This is a major turn on for them because they aren’t being told what they can and can’t do. They are learning “optional” ways to do things – and they will step up and do it.

17: Help participants understand that only responsible recreation will maintain access to THEIR favorite recreational sites.

18: It is necessary for you to start planning activities well in advance. You should decide this year what venues you want to be involved with next year. That gives you time to cultivate the contacts you need to be part of an existing venue. The earlier you get involved the more you will be able to offer and the more likely you will get what you want. Our experience indicates you should be involved in the planning phase at least six months prior to the activity because you need to start promoting the event at least three months prior.

19: Consider Scheduling a Trainer course and then hold numerous workshops four to six weeks prior to the course. You can then get participants excited about the next step and actually sign people up to attend the Trainer course the following month. You can use participants from your last Trainer course to assist.

20: During closeout remarks at the completion of a Trainer course schedule another course for two to four weeks away if all the current participants will commit to being on staff and bringing two to four new participants with them. After all is said and done only a few will actually be on staff and you still end up with about the same size of course as the first one. We have done this several times with great results. Immediate follow-up with recent participants, while they are still excited, is key to making this work.

21: It is time consuming but extremely effective to go on outings with individual units. It is also effective to go on an outing with an OA Chapter as we then mix with kids from numerous units who can take the message back to their individual units.

22: Use recognition items like patches and hats (that will be worn) because it provides free advertising for what you are doing. We provide cheap electrical zip ties with hang tags that can be used to attach the card to a pack zipper, etc. Otherwise the card will end up in a drawer or the garbage.

23: In the early days we went directly to a camp ranger to schedule a camp for a Trainer course. That way we could “sell” them on the benefits of participants at their camp knowing how to act while at THEIR camp. They will do anything they can to minimize the impact since they are the ones maintaining the camp. Once you have a good working relationship with them it is easier to get other professionals and staff to schedule council resources without a cost.

24: Keep the cost of any training low. That is another major benefit for providing the program on someone else’s venue. The more an activity costs the fewer participants will attend. Trinkets generally don’t do much for a course but they do add to the cost. Trinkets generally don’t make the participants learn more, or faster, or retain what was taught. Trinkets usually will not get, or keep, them involved. Consider what you do with most things you receive from any type of training session – in and out of Scouting. Most people put the things they received away when they reach home or office and seldom – generally NEVER – look at them again. Why inflate the cost of the activity for something that will not be used anyway. Those who want the items will buy them on their own. If they don’t – they wouldn’t have used them.

25: Workshops should have no cost. Utah National Parks Council Trainer courses cost \$5.00. For that the participants get a cracker barrel on Friday night, a patch for their shirt and a few handouts that are available on the ROAR website. We have participants download and bring the other resources they will need. They also provide their own food and gear. The Great Salt Lake Council charges \$15.00 and provides all the copies as well as the Friday cracker barrel and breakfast and lunch for Saturday and the patch. We provide a display which shows what is available if they want to purchase anything. Both councils allow us to use their camp facilities free but we are on the bottom of the pecking order to reserve dates.

26: ALWAYS invite land management agencies to participate on an agency panel for a Trainer course. It doesn't matter if they know what Leave No Trace is. The invitation is for them to share what they are responsible for and problems they may have encountered with Scout groups or concerns about Scout usage of their resources. We have developed some absolutely fantastic working relationships through these sessions. It is not unusual for a land manager to tell us they had no idea that Scouts and their leaders were making such an effort to be better stewards. We have used people from the Forest Service, Bureau of Land Management, National Park Service, Fish and Wildlife, local parks and jurisdictions, wildlife agencies – even the department of mining. Be sure to provide an opportunity for participants to ask questions and make comments. We have NEVER had a bad experience with these sessions. They should last at least an hour with 3 to 6 panel members. We have always gone over and not regretted it because of the benefits to both sides of the discussion.

27: The more venues you work with the easier it will be to get other venues.

28: MAKE the opportunity to work with groups other than the BSA.

29: Teaching “radical” methods or skills will limit your potential for good. Most Scouters are not ready for drinking their dish water or packing out their poop. There may be a time for that in the future but first we must get them to buy into the need to do the simple things. Push too far, too fast, and we will lose them forever.

CHAPTER V

IMPLEMENTATION STRATEGIES

Guiding principle: The longer the lead time the more effective we will be. We should start at least six months before a scheduled venue if we expect a realistic chance of being involved.

- 1: Obtain a list of all training programs in the council.
- 2: Obtain a list of all outdoor activities in the council (Woodbadge, Junior Leader Training, Camporee, Webelos Woods, Cub Day Camp, Family Camp, Order of the Arrow activities (like Conclave, Tee Pee Week, etc.), Scout-O-Rama, etc.
- 3: Obtain a schedule indicating when and where the entire professional staff will be together together for any purpose. Request 5 to 15 minutes at each of these activities to give a “commercial” for outdoor ethics and what you can do for THEM, to make THEIR job easier. DO NOT push for more time. Not only will you not get more time – you will get no time.
- 4: Obtain a schedule for all activities and meetings for each district in the council.
- 5: Review information collected to determine which activities, programs or meetings you can effectively offer your assistance on.
- 6: Visit with those who have little to do – or better yet, nothing to do – with the decision making process but who has a full understanding of the proposed activity. You want to learn more about the purpose for a specific meeting or activity, how it is going to be conducted and who will be on staff. The more you know the more successful you will be in customizing your approach to the decision maker. You will also be further ahead if you can find someone who will refer you to the decision maker on a friendly basis.

7: Contact the decision maker for an appointment once you are prepared with how your program will benefit their activity or venue. Be sure to get someone to refer you to the decision maker if you don't know them. NEVER present your recommendation on the telephone. It is too easy for the decision maker to put you off or turn down your offer if you are not face to face. Make sure your presentation contains the elements discussed in "Selling" Leave No Trace.

CONGRATULATIONS! You did it.

You are going to provide the program (activity) for the next district Camporee (or any other venue). Let's see what you are going to do now.

1: Verify with the event organizer the exact time you will have to work with the participants. Remember: this is generally a negotiated item. Don't be overly demanding or pushy but don't sell your program short at this point. Usually the organizer will give you all the time you request as long as it stays within the prescribed time limits expected by participants (arrival and departure) and allows the organizer to complete what they need to accomplish on the activity. It is the kiss of death to try to get them to change their basic format just to facilitate what you want to do. Remember: You are trying to make their job easier – that is what will get you the invitation to provide the program.

2: Organize everything you can without involving the organizer. Word will get around and make it easier to schedule future activities. The biggest headache will already be completed by the organizer – registration and collection of fees. All you have to do is provide a program within the negotiated time restrictions.

3: Negotiate for your staff to eat with the event staff at no cost (you are off loading a tremendous load so they normally will jump at this offer).

4: Offer to provide the original promotional pieces. Have the event organizer provide copy and distribution services since it is their venue. Don't let them prepare the promotional pieces. I GUARANTEE there will be less participants because they will promote it as Leave No Trace which is the kiss of death for most venues. EVERY activity we worked with that promoted the venue as LNT had less than normal participation. On the other hand EVERY activity promoted as Advanced Outdoor Skills enjoyed average or above average attendance. Promotional pieces must be available to the event organizer at least three months prior to a unit or district event and – and depending on the event – as much as six to twelve months prior to a council event.

5: Recruit your staff and work with them prior to the event to ensure you are all on the same page and are all VERY well prepared. You cannot afford to stumble because word will get around.

6: Arrive before anyone else so you can work out location and setup in your mind. It is even better if you can meet with the event organizer at the location some time before the event to work things out. Don't set anything up until you get approval from the organizer.

CRITICAL POINT: Do nothing, at any time, unless you have run it by the organizer. Let's face it. You know what you are doing and don't need to get his input on everything. What you are effectively doing is letting them maintain control of THEIR activity. This will pay huge dividends when others talk to them about the experience they had with you. When the organizer feels they had complete control they will give glowing reports when talking to others (assuming you did a good job) and new doors will open. How to give them the illusion of control with you actually making all the decisions is an entirely different discussion beyond the scope of this document. Contact me directly if you would like to discuss how to effectively accomplish that.

7: Complete your program and activity as planned. Don't try to renegotiate time, etc. once the activity has started. You MUST stay within your agreed upon limits – even shorter if possible. We have found it beneficial at times to negotiate for a bit more time than we really need just so we can end “early”. Organizers love that and word will get around making it easier to schedule future venues.

8: Review your program with the organizer - and if possible their staff - upon completion. Ask them for suggestions to make your program better, more efficient, more relevant, etc. You are again putting them in the leadership position which they will appreciate.

9: Tell others about the great activity and the fantastic job the organizer did in making it a reality. As other venue organizers learn you give all the credit to the organizer they will be more willing to invite you, or allow you, to provide a program, or portion of a program, for them.

10: NEVER - NEVER - NEVER say anything negative about the venue, the leadership, location, etc. – even to your own staff as it will eventually get back to the organizer. Share only positive statements and watch opportunities reach out to you.

11: Look for ways to effectively share your success, giving others the credit, as this will also open doors.

12: Present the organizer with an inexpensive token of your appreciation. Use something like a flashlight that will be used regularly. Every time they use it they will remember you and the free commercials for you will continue providing benefits.

CHAPTER VI

CONCLUSION

1: Most activities and effective teaching opportunities are not Trainer courses. Yes, we need Trainers and Trainer courses but that is not where the rubber meets the road. One does not need to be a Trainer to teach others the joy and benefits of responsible outdoor recreation and stewardship.

2: Most nature awareness activities don't require the approval – or support – of the Training Committee. It generally means WE do the work while someone else gets the credit. But that's okay as it allows us to teach proper principles - which is the bottom line to begin with.

3: If we want to sponsor more Trainer courses we must start with more workshops (LNT-BSA Guide). It is our responsibility at workshops to generate the interest and motivate people to want to learn more while teaching them to minimize their impacts. When our council promotes workshops (LNT-BSA Guide) our Trainer courses have more participants. Over half of those attending Trainer courses come from a recent workshops.

4: NEVER abuse the time you are given in a meeting or on an activity. On many activities and in many meetings, at least initially, you may only get a few minutes. But that is okay as it will lead to more time later. Develop specialized presentations for shorter venues. Don't abuse the time you are given or you will not be given other opportunities. REMEMBER: Not every meeting or activity needs to teach all you know. Most are nothing more than an opportunity to motivate the participants to learn more. Be sure you have registration forms for the opportunities you are going to announce.

5: Most people who recreate outdoors do not realize their actions may cause an avoidable impact. People will not spend the time or money to correct a problem they don't feel responsible for causing. This is another reason for sharing your message at venues that are not organized for your specific purpose. The participants minds are more open and they respond better.

6: Only 20% of those who attend a Trainer or Master Educator course will be actively involved in reaching out to others on a consistent basis. Don't judge them or get discouraged as that is the way it is in all things in life. Do what YOU can do and the message will spread.

7: Don't chase people away by being too pushy – DO NOT talk of Leave No Trace, conservation, environmental, etc.. Talk of advanced skills, limiting liability, etc. and people will line up to request that you provide some level of nature awareness program for them.

8: If you want Leave No Trace, or any nature awareness program, to be successful in the BSA YOU must do the work. Don't expect others to do it and don't expect excited support from the councils – it just doesn't happen on a regular basis. The critical mass needed to move forward in a significant way is forming even now. They just need committed leaders – DOERS. That is YOU!

Get out there and get it done – NOW!!!

IMPORTANT NOTE:

The numbers listed below are ACTUAL Leave No Trace participants.

They do not include those who attended a particular venue but did not participate in the Leave No Trace program at the event.

Our numbers are pure numbers, as compared to those stated by others for venues where total venue attendance numbers were used.

Utah National Parks Council

Leave No Trace Educational Impacts

1997 - 2002: Don Gale served as council LNT Chairman with Ray Cook as Vice Chairman

2003: Don accepted an assignment to prepare young men to staff the LNT area for the 2004 National Order of the Arrow Conference in Ames, Iowa.

Ray became the new council LNT Chairman with Don as Vice Chairman.

2004: Ray became council Camping Committee Chairman and a new LNT Chairman was designated.

Year	Cub Scout Workshop		Introductory Workshop		Qualified as LNT-BSA Guide		Qualified as LNT Trainer		Total Participants	
	Adult	Youth	Adult	Youth	Adult	Youth	Adult	Youth	Adult	Youth
1997	Efforts didn't start until the middle of October so there were no teaching opportunities.									
1998			196	556					196	556
1999	300	1,100	173	194					473	1,294
2000	280	1,120	16,655	44,735			18	8	16,953	45,863
2001	485	1,342	5,485	11,102	190	82	66		6,226	12,525
2002	1,468	12,860	7,637	17,433	1,070	2,496	94	16	10,269	32,805
2003	<u>2,143</u>	<u>14,097</u>	<u>5,658</u>	<u>11,268</u>	<u>1,030</u>	<u>2,507</u>	<u>50</u>	<u>4</u>	<u>8,881</u>	<u>27,876</u>
6 Year Total	4,676	30,518	35,804	85,288	2,290	5,085	228	28	42,998	120,919
Category Total	35,194		121,092		7,375		256		163,917	