



DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS
441 G STREET NW
WASHINGTON, D.C. 20314-1000

REPLY TO
ATTENTION OF

CECW-CO

S: 6 April 2007
FEB 27 2007

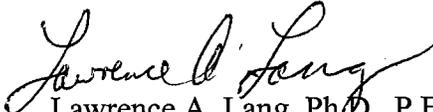
MEMORANDUM FOR COMMANDERS, MAJOR SUBORDINATE COMMANDS

SUBJECT: Request for Nominations for the American Recreation Coalition's Beacon Award

1. In 2006, the American Recreation Coalition (ARC) presented its inaugural Beacon Awards to recognize the innovative use of technology in visitor services and recreation management. These awards were established based on a recommendation from the Partners Outdoors 2006 session, where participants noted that a new awards program, jointly administered by ARC and its federal agency partners would encourage the use of new technologies to enhance visitor experiences and improve the management of recreation programs. Again this year, each recreation-related federal agency is being asked to nominate two outstanding initiatives where new technologies have provided improved, cost-effective solutions to the needs of recreation programs. A special panel, assembled by ARC, will make the final selection of award winners.
2. Beacon Award winners will be honored at a special ceremony in Washington, D.C. during Great Outdoors Week (11 - 15 June 2007). ARC is planning a "nuts and bolts" session to showcase the award-winning ideas for an audience of agency, congressional and recreation-related community officials.
3. Nominations will be evaluated based upon the enclosed selection criteria (Encl 1). Please submit nominations (one per Major Subordinate Command) not later than 6 April 2007. The nomination should describe the innovative use of technology in visitor services and/or recreation management.
4. MSC Commanders should forward their nomination along with supporting documentation, as described in Enclosure 2, to Mr. Jeffrey C. Pobieglo, Park Ranger. He is my point of contact on this matter and may be reached at (202) 761-4559.

FOR THE COMMANDER:

2 Encls


Lawrence A. Lang, Ph.D., P.E.
Acting Chief, Operations
Directorate of Civil Works

AMERICAN RECREATION COALITION
BEACON AWARD

Purpose and Selection Criteria

During Great Outdoors Week 2007, the American Recreation Coalition awarded two initial *Beacon Awards* recognizing innovative use of technology in visitor services and recreation management. These awards implemented a recommendation from the Partners Outdoors 2007 session, where participants noted that a new awards program, jointly administered by ARC and federal agencies hosting more than a billion recreation visits annually, would encourage experimentation with and use of new technologies and alternative communication channels to enhance visitor experiences and improve recreation programs management.

Recreation-related federal agencies may nominate two outstanding initiatives where new technologies provide improved, cost-effective solutions to recreation programs needs. Selection of the agency nominees is the responsibility of each participating agency. A special panel assembled by ARC will make the final selection of honorees.

Award criteria include:

- 1) Innovation in either:
 - a) Use of technology for visitor services; or
 - b) Use of technology for recreation management

Maximum points: 50

- 2) Partnerships with for-profit and nonprofit organizations in the private sector.

Maximum points: 20

- 3) Efforts to share news of creative solutions within the agency.

Maximum points: 15

- 4) Community support for the work of this initiative, as reflected in awards, community boards and committees, etc.

Maximum points: 15

**Supporting Documentation
American Recreation Coalition *Beacon* Award
for the U.S. Army Corps of Engineers Nominee**

Nominations will be evaluated based on content that should concisely describe specific accomplishments as described in Enclosure 1.

To assist with the evaluation process and award presentation, the following must be included with the nomination submission:

1. A three-page description of the nominated innovative technology. Margins will be 1-inch and print type will be Times New Roman, 12 point.
2. A proposed citation that may be read at the award ceremony.
3. A 100-word summary of the achievement of the innovative technology suitable for use in preparing a news release.

The entire nomination package will not exceed five pages.

Nomination package and supporting MSC documentation will be submitted electronically NLT 6 April 2007 to Jeffrey.C.Pobieglo@usace.army.mil.