



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

S: 18 April 2011

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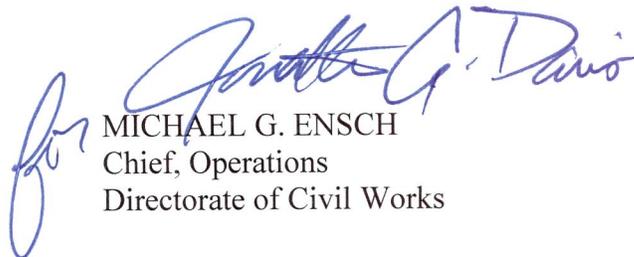
MEMORANDUM FOR COMMANDERS, MAJOR SUBORDINATE COMMANDS

SUBJECT: Request for Nominations for the American Recreation Coalition's Legends and Beacon Awards

1. The American Recreation Coalition wishes to honor an outstanding U.S. Army Corps of Engineers employee with the American Recreation Coalition (ARC) Legends Award. This award is presented annually to recognize an outstanding individual for his/her significant contributions to the enhancement of outdoor recreation resources, facilities and experiences on the nation's public lands.
2. The ARC will also present the Beacon Award to recognize the innovative use of technology to enhance visitor services and improve the management of recreation programs. Each recreation-related federal agency is asked to nominate two outstanding initiatives where technologies have provided improved, cost-effective solutions to the needs of recreation programs. A special panel, assembled by the ARC, will make the final selection of the Beacon Award.
3. Award winners will be recognized and honored during Great Outdoors Week (11-17 June 2011) at a special ceremony in Washington, D.C. where the awards will be presented.
4. Nominations will be evaluated based on the enclosed selection criteria (Encls 1 and 3). Please submit nominations (one per Major Subordinate Command for each award) not later than 18 April 2011. The Legends Award nomination package should describe the significant personal contributions the nominee has made enabling others to enjoy quality recreational experiences in our great outdoors and the Beacon Award nomination should describe the innovative use of technology in visitor services and/or recreation management.
5. Major Subordinate Commanders should forward their nominations along with supporting documentation as described in Enclosures 2 and 4, to Ms. Heather Burke, National Senior Policy Advisor for Partnerships. She is my point of contact on this matter and may be reached at (503) 808-4313.

FOR THE COMMANDER:

4 Encls


MICHAEL G. ENSCH
Chief, Operations
Directorate of Civil Works

**American Recreation Coalition
Legends Award**

Purpose and Selection Criteria

The American Recreation Coalition annually recognizes one individual from each major recreation-related federal agency during Great Outdoors Week, held in June in Washington, D.C. The awards are presented to recognize extraordinary individual efforts that have expanded and enhanced recreational opportunities, connecting people- especially children- and the outdoors, through public/private partnerships, or have increased participation in outdoor recreation through innovative programs based upon public/private partnerships. Selection of the agency recipient is the responsibility of each participating agency. Award criteria include:

- 1) Quantifiable improvements in either:
 - a) recreation opportunities (services and/or facilities); **or (do not include both)**
 - b) participation in recreation by one or more categories of the American public, especially young people, labeled “non-traditional visitors.”

Maximum points: 30

- 2) Reliance upon partnerships with for-profit and nonprofit organizations in the private sector.

Maximum points: 30

- 3) Use of creative solutions and programs, and demonstrated efforts to share news of creative solutions within the agency.

Maximum points: 20

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

Maximum points: 20

The Legends Award recognition ceremony will take place during a special function featuring key senior officials from each of the agencies and the Executive Branch during Great Outdoors Week (June 11-17, 2011).

**American Recreation Coalition
Legends Award**

Supporting Documentation

Nominations will be evaluated on the basis of content that should concisely describe specific accomplishments.

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

1. A four-page description of the nominee's achievements. 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 individual suitable for use in preparing a news release.

(Note: 2 and 3 should be combined on one page.)

4. A color, digital photograph of the nominee in high resolution (300 dpi or higher) suitable for publication.

The entire nomination package will not exceed five pages.

Nomination package and supporting MSC documentation will be submitted electronically NLT 18 April 2011 to heather.d.burke@usace.army.mil.

**American Recreation Coalition
Beacon Award**

Purpose and Selection Criteria

During Great Outdoors Week 2005, the American Recreation Coalition (ARC) awarded two initial Beacon Awards recognizing innovative use of technology in visitor services and recreation management. These awards implemented a recommendation of the Partners Outdoors 2005 session, where participants felt 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 communications channels to enhance the experiences of visitors, especially young people and “non-traditional” visitors, and improve recreation program management.

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

Award criteria include:

- 1) Innovation in either:
 - a) use of technology for visitor services; **or (do not include both)**
 - 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 individual, as reflected in awards, roles on community boards and committees, etc.

Maximum points: 15

The Beacon Award recognition ceremony will take place during a special function featuring key senior officials from each of the agencies and the Executive Branch during Great Outdoors Week (June 11-17, 2011).

**American Recreation Coalition
Beacon Award**

Supporting Documentation

Nominations will be evaluated on the basis of content that should concisely describe specific accomplishments as described in Enclosure 3.

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 nominee's achievements. 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.

(Note: 2 and 3 should be combined on one page.)

The entire nomination package will not exceed four pages.

Nomination package and supporting MSC documentation will be submitted electronically NLT 18 April 2011 to heather.d.burke@usace.army.mil.