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A Non-Profit Organization Aiding the
Sequoia, Sierra and Stanislaus
National Forests

Event of the Century—Stanislaus NF

Inside this issue:

<i>Event of the Century</i>	1
<i>Annual Meeting September 16</i>	1
<i>Web Sites</i>	2
<i>Visitor Guides</i>	2
<i>Centennial Items</i>	3
<i>New Maps Available</i>	3
<i>Membership Renewal</i>	4

3FIA joined the Stanislaus National Forest employees and a number of local individuals and community groups in hosting an event at the Sonora Fairgrounds on October 15, 2005 to celebrate the 100 years of the Forest Service. Tabbed the “Event of the Century” it certainly turned out to be just that. The day long festival included live theater, living histories, films, over 100 indoor exhibits, lots of outdoors activities and displays, music, food, and much more. The weather turned perfect and the crowd was estimated to be between 3 and 4 thousand.



The Fiddlin Foresters and Black Irish Bands closed out a great day!

3FIA set up a marketplace for attendees to purchase special items related to the Forest Service Centennial including a specially designed T-shirt which was very popular. A number of the FS branded items produced by a number of vendors was made available in addition to many of the inventory items 3FIA normally stocks. Total sales for the day at the marketplace exceeded \$8,000. 3FIA donated \$2,173 to the event from the gross sales.

The Association took sales items to a number of special events or festivals including: Celebrate Sequoias Festival, Kernville Open House, Sierra Employee/ Retiree picnic, Interagency Fire Mitigation Conference, Sequoia Supervisors Office Open House and the Tuolumne County Fire Awareness Day. Special thanks to Board member Bob Bader for his help in making some of these appearances possible. Gross sales from these events exceeded \$11,500.

Membership renewal month

July is membership renewal month. This will serve as a reminder to all members who haven't paid their annual dues. Now is a great time to fill out and return the back portion of this newsletter with this years dues. Thank you for your contributions and support.



*Tule/Hot Springs District
Office, Springville and
Sierra Supervisors Office,
Clavis*

Office Designs

Efforts are underway to give the Forest Service offices a facelift to make them a little more “customer friendly”. Traditionally the offices have been designed to be business offices rather than visitor or information centers. The idea is to make the reception or front office setting look more appealing to the customer and provide more of an environment that they might expect. When we buy things we like to pick it up, feel it, try it on, show it to someone else, and we don’t like to ask a lot of questions about the items. Things such as offering more of a variety of items, making the items available to look at and touch, price clearly labeled, packaging, etc. are simple ways of making forest visitors feel more welcome and served when they stop in for information or permits and end up purchasing an informational book or memento of their visit.

These marketing concepts usually have the result of increased sales and that has been the result in the sites that have been redesigned thus far. As an example at Summit Ranger Station, which was remodeled last spring, sales increased by over 30% from the previous years. This was at a time when almost every other station had reduced sales of 3FIA items.

More important is the positive feedback from the public. As well, many forest employees have responded enthusiastically to the new looks at Summit, Springville, Sierra SO, Calveras, and just recently, Prather offices.

Forest Visitor Guides

For the past few years, 3FIA has helped the Stanislaus Forest produce a visitor guide that is given out free to the visiting public at all the Forest Service offices and many other locations in the forest. 30,000 copies of the Stanislaus Traveler were produced this season and this is the first year for 3FIA to assist in the production of visitor guide for the Sierra National Forest. 20,000 copies of the Sierra Traveler were produced in English and 10,000 of a Spanish version were produced and are being handed out at various locations on the forest, as well as at large events in the urban areas adjacent to the forest.



Special thanks to a number of sponsors who contributed to the production of these guides including: Southern California Edison, California Land Management, PG&E, American Land and Leisure, and the Yosemite Association. Thanks also to 3FIA’s graphics crew, Lori Lupo-Klingberg and Miguel Maldonado, as well as all the Forest Service employees that provided the narrative input.

The quality of each years Traveler has improved and this years version has been extremely well received. A continued effort will be made to improve the quality in future editions.

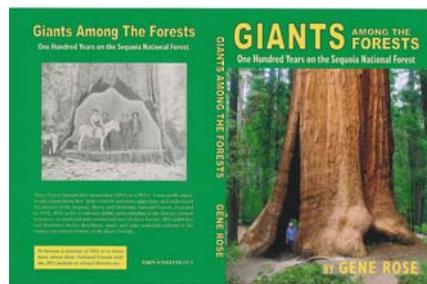
Forest Service Centennial Items

Western Heritage Company along with several other vendors has long produced Forest Service branded items such as pins, belt buckles, hats, shirts, fire trucks, etc. This past year at the Association for Partners of Public Lands conference it was made known that these items were acceptable as sales items by interpretive associations that partnered with National Forests. Many of these type items were made available to the public through 3FIA for the first time at the Stanislaus Centennial Event in Sonora on October 15, 2005.

These privately produced Forest Service recognition items were well received and augmented the informational items that were being made available for the first time for the centennial celebration. The Forest Service produced products that were made available to their interpretive association partners included: The GREATEST GOOD book and DVD, LURE OF THE FOREST, FIRE IN THE FOREST, and THE EVER CHANGING VIEW.

In addition to the above items 3FIA is now carrying a cookbook produced by the Forest History Society, CAMP COOKING—100 YEARS, and our own produced Centennial T-shirts, SIERRA CENTENNIAL and GIANTS AMONG THE FORESTS.

These items will continue to be popular with forest visitors as the Forest Service moves into their “New Century of Service”.



3FIA Market Place at Sonora Centennial event.

A bat can eat as many as 1,000 insects an hour.

New Maps Available

The Bureau of Land Management has produced a new map of the San Joaquin River Gorge which 3FIA will be carrying at several locations on the Sierra forest. This map is very similar in appearance to the Forest Service Recreation maps for each of the forests and the Wilderness areas and sells for the same \$6.50.

Tom Harrison Maps has redone their Emigrant Wilderness map and it has been approved for sale by the Stanislaus Forest. Last year saw the addition of their Golden Trout Wilderness map on the Sequoia. These privately produced maps are very popular with backpackers in the Wilderness areas of all 3 forests.

Three Forests Interpretive Association

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WWW.3FORESTS.US/

JULY IS MEMBERSHIP RENEWAL MONTH!

3FLA Needs your help in funding our efforts to enhance the public understanding of the history, natural resources, recreational, and commercial uses of the National Forests. Membership applications can be found on the website or by mailing in the completed information below.

Application for membership or renewal in Three Forests Interpretive Association

Name:

Address:

City:

State:

Zip:

Phone

Student	\$5	Individual	\$10	Family	\$15
Sustaining	\$25	Organization	\$50	Lifetime	\$250

Mail to: 3FIA

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