

Entrepreneurship: Thinking Outside the Box

Managing by Network
Partnership & Community
Collaboration Academy

July 10-12, 2012

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Conservation System

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Entrepreneurship

is the act of being an entrepreneur, which is a French word meaning "one who undertakes an endeavor."



The Entrepreneur

assembles resources including innovations, finance and business acumen in an effort to transform innovations into economic goods.

This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity or necessity.

Entrepreneurship

Defined by OMB



- Identifies opportunities to develop and market new products and services within or outside of the organization
- Is willing to take risks; initiates actions that involve a deliberate risk to achieve a recognized benefit or advantage

Partnership

Collaboration

Entrepreneurship

Success



No Miracle. Just the right partners
thinking outside of the box.



4 Trends of the New Public Sector

- 1. Third Party Government**
- 2. Joined Up Government**
- 3. Technological Advances**
- 4. Consumer Demand**



California Landscape Conservation Cooperative

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2012 Projects

The CALCC is a management-science partnership created to inform and promote integrated science, natural resource management and conservation to address impacts of climate change and other stressors within and across ecosystems.



Project Summaries

[Setting Regional Strategies for Invasive Plant Management Using CalWeedMapper](#)

Leader: Doug Johnson, Executive Director, California Invasive Plant Council

Cost: \$94,706.

Priority: Invasive plant management, especially early detection and rapid response, is critical to wildland health. It is one key step toward strengthening ecosystem resilience in the face of climate change. CalWeedMapper, a new online decision-support tool, is designed to help land managers set effective management goals with an emphasis on early detection. The project team will develop a standard process and protocol for developing regional strategies, which will help other regions use this approach. A new webpage on CalWeedMapper will be created for those developing and implementing regional strategies so they can easily track their progress over time. Putting these regional strategies in place will provide a clear programmatic vision and a framework for public and private stewardship funders, making clear what conservation activities are the top priorities, what management goals can be achieved and what financial resources are needed.

Partners: US Forest Service, US Fish and Wildlife Service, the National Forest Foundation and California State Parks

[From Awareness to Action: A Vulnerability Assessment and Adaptation Strategies for Focal Resources of the Sierra Nevada](#)



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1. Third Party Government

- About Wilderness
- Law and Policy
- Management Tools
- Training
- Education
- Research
- Find a Wilderness
- Maps, Data, and Images
- Community Connections



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FEATURE OF THE MONTH



Keeping it Wild with Wilderness Fellows

This summer and fall, Wilderness Fellows are gauging wild Aleutians to the Keys in national parks, refuges, and forest baselines of wilderness character using measures from the National Wilderness Preservation System. Their work will integrate and increase understanding and monitoring of the unique qualities of wilderness stewardship communication within and between agencies. Meet the Wilderness Fellows blog!

PARTNERS

Wilderness.net is a public wilderness information website formed in 1996 through a collaborative partnership between the [Arthur Carhart National Wilderness Training Center](#) and the [Aldo Leopold Wilderness Research Institute](#)--the federal government's wilderness training and research arms, respectively--and the College of Forestry and Conservation's [Wilderness Institute](#) at the University of Montana.



National Park Service

- Find a Park
- Discover History
- Explore Nature
- Get Involved
- Working with Communities
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Explore This Park

- Park Home
- Plan Your Visit
- Photos & Multimedia
- History & Culture
- For Teachers
- News
- Management

The Royal Road to the Interior

Take a journey on El Camino Real de Tierra Adentro National Historic Trail to savor 300 years of heritage and culture in the Southwest. This Spanish colonial "royal road" in New Mexico and Texas originally extended to Mexico City, Mexico.

[Directions »](#)

[Operating Hours & Seasons »](#)

[Fees and Reservations »](#)

[NPS Passport Program »](#)

[Certification »](#)

[America the Beautiful Passes »](#)

[Challenge Cost Share »](#)

2. Joined Up Government

U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT



Colorado



BLM

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In The Spotlight

Follow the BLM Colorado on Social Media



High Park Fire 100% Contained All Evacuations Lifted

[Get More Fire Information Here](#)



Visit the Gunnison Field Office

No matter what time of year you visit, there is always something to do - from hiking and biking in the summer to snowmobiling and skiing in the winter.



Royal Gorge Paleontology Series

The Royal Gorge Field Office manages a broad range of fossil resources in eastern Colorado. One can find fossils ranging from the Ordovician Harding Formation to the Carboniferous Vermilion.

[Visit the Royal Gorge Paleontology page for more information.](#)

Colorado Field Office Map



Colorado's 8.3 million acres of BLM acres of mineral estate, are concentrated in the northwest. These public lands provide space and contribute to Colorado's

Press Releases

- CURATION FACILITY TOUR CENTER (07-05-12)
- ARTHUR SHORT BULL TO SAN ANASAZI HERITAGE CENTER
- NAVAJO ELDER JAMES PES ANASAZI HERITAGE CENTER
- BLM seeks public input on (07-02-12)
- Pine Ridge Fire Update (07-02-12)

3. Technological Advances

THURSDAY, JULY 05, 2012

HUD.GOV
U.S. Department of Housing and Urban Development
Secretary Shaun Donovan



Audiences Información en Español
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Tuesday, July 3, 2012

Featured News

Friday, June 29, 2012
[HUD Secretary Announces Disaster Assistance for Colorado Fire Victims](#)

Friday, June 29, 2012
[Senior Administration Officials Lead White House Forum on Sustainable Communities](#)

Tuesday, June 19, 2012
[HUD, HHS and Health Groups Announce New Smoke-Free Housing Tools](#)

In Focus

[Mortgage Servicing Settlement Holding the Mortgage Industry Accountable](#)
[FY11 Summary of Performance, Financial Information](#)

HUD Implementation of the Recovery Act



[HUD.GOV/Recovery](#)

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[HUDRockyMtns #HUD Secretary Announces Disaster Assistance for Colorado Fire Victims \[ow.ly/bUH18\]\(#\)](#)
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4. Consumer Demand

What are your
choices?

Who are you
trying to
engage?

What are you
trying to
achieve?

What is your
purpose?

Where does
your power lie?

Who are you
trying to
influence?

The "What if?"

Goal

- Build a legacy of public lands stewardship

Objective

- Recruit young people to civil service
- *(there may be many)*

Output

- Create compelling YouTube videos that show young employees at work
- *(there may be many, has to do with choice of media and the strategic location)*

Outcome

- Young folks show up asking for that job!
- *(this demonstrates the success of your output and addresses your objective)*

Interpretive Design

1. What's your **Goal?**
2. What's an **Objective?**
3. What's an **Output?**
4. What's the **Outcome?**

The image shows a screenshot of a YouTube video player. The video title is "Extreme Vs Marines: Climbing & Rafting" by the channel "RoyalMarinesOfficial". The video is currently playing at 06:50 out of 10:08. The video shows a person in a green inflatable raft navigating through white-water rapids. The video has 11,583 views and 41 likes. Below the video player, there are several comments. The top comment is from "WoWdoosh" and says "awesome stuff, i want to be in the marines. I look up to them. Oh and what is the song used when they are climbing the mountain?". To the right of the video player, there is a sidebar with several recommended videos, including "Extreme rafting at lousios river (greece)", "Extreme Vs Marines", "Extreme Vs Marines: Coasteering", "Mountain Biking- Royal Marines Training", "Royal Marines- Parkour vs Marines", "Extreme Vs Marines: Assault Course Pt 1", "Special forces training", and "Parkour vs Ninja".

What if you want to...?

The image shows two overlapping website screenshots. The top-left screenshot is from the National Park Service website, featuring the Golden Gate National Recreation Area. A dropdown menu is open over the 'Teachers' link, listing various educational resources such as Curriculum, Field Trip Planning, and Materials to Loan. The bottom-right screenshot is from the Bureau of Land Management website, specifically the California Coastal National Monument page. It lists 'Core Managing Partners' (California Department of Fish and Game, California Department of Parks and Recreation), 'Stewards' (The Sea Ranch Association, Save the Redwoods League, etc.), and 'Collaborative Partners' (Cabrillo Marine Aquarium, Caspar Community, etc.).

Reflect on the Purposes for your Partnerships
 The questions are the same, you chose partners with some overlap of purpose. It's not a one size fits all.

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Public Administrator? - Master in Public Policy & Administration Degree. 100% Online.

Jason Robertson 2nd
 Branch Chief at Bureau of Land Management
 Greater Denver Area | Public Policy

Current Branch Chief, Social & Cultural Resources at Bureau of Land Management

Past Program Analyst at Bureau of Land Management
 Legislative Affairs Specialist at NOAA
 Executive Director, Business Manager, & Policy Director at American Whitewater Affiliation
see all

Education University of North Carolina at Chapel Hill
 Warren Wilson College

Connections 79 connections

Websites [Portfolio](#)
[Company Website](#)

Public Profile <http://www.linkedin.com/in/jasondavenportrobertson>

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Summary

I am a leader in natural resource management with senior level expertise including national policy formulation for Wild and Scenic Rivers, recreation management, and wilderness management.

I possess a specialized understanding of how federal budgets and policy intersect during strategization, formulation and execution stages.

I am interested in multi-disciplinary leadership positions which focus on environmental management and policy.

Specialties
 Budget formulation and execution. Environmental policy (NEPA) formulation and execution. Recreation and cultural resources management.

Connect

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Marcia, Follow
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Keep up with interesting, relevant updates about Hewlett-Packard.

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Rachel Eisenhower

Liz Madison 1st
 Owner, **Liz Madison Consulting**
 Washington D.C. Metro Area | Professional Training & Coaching

Current Founder and President at **Liz Madison Consulting**

Past Director of Development at National Fish and Wildlife Foundation
 VP Development at The Conservation Fund

Education The College of William and Mary

Connections 145 connections

Websites [Portfolio](#)

Public Profile <http://www.linkedin.com/pub/liz-madison/10/277/15b>

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Experience

Founder and President
Liz Madison Consulting
 2002 – Present (10 years)

LMC supports federal agencies, conservation nonprofit organizations and corporations achieve their training, fundraising, communication, and marketing goals.

In 2008 we introduced a year-long distance learning professional training program based on the best management practices of Governing by Network. The pilot was designed to strengthen the 22 OMB competencies of federal land managers assign responsibilities associated with partnerships and community collaboration. We launched the pilot with 35 BLM, NLCS managers. Seminar size sessions presented in a virtual classroom are design to promote peer-learning and applied training principles.

In 2009-2010, the distance learning course, titled, Managing by Network, attracted participatio of 40 participants from BLM, NPS, and USDA FS representatives.

In 2011, we offered the Managing by Network 9-month course to 45 participants from BLM,

What alternatives demonstrate transparency?

Could use of new technologies solve some of your more difficult issues, such as subjectivity in monitoring?



Better outreach while promoting employee satisfaction, rewarding creativity and inspiration.



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Salem District

Employee Resources

- DOI Learn
- Directives
- Electronic Personnel File (eOPF)
- Employee Development
- Employee Express
- Help Desk
- In/Out Board
- Outlook Email (OWA)
- QuickTime
- Safety & Accident Report
- Telephone Directory
- Travel - GovTrip
- Unlock User Account

[HRDC Announcements](#): State Photo Contest!

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Title	State Photo Contest!
Body	State Photo Contest!
Expires	1/13/2012
Attachments	ib-or-2012-008.pdf

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 Research & Development
 Safety
 State & Private Forestry

Regulations.gov
 Employee Search
 Information Center
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 Phone Directory
 Regional Offices

US Forest Service
 1400 Independence Ave.,
 SW
 Washington, D.C.
 20250-0003
 (800) 832-1355

USA.gov
 Department of the Interior

Forest Service Kids

The Forest Service is committed to connecting kids with nature and the outdoors by providing students, parents and teachers with youth-oriented information and resources related to natural resources and the environment. Our Agency wants to encourage more kids to go outdoors by having fun, being healthy and learning more about nature. This can instill kids to create an awareness of the value of public lands, seek careers in natural resources and land management as well as enthusiastically participate in physical activities. The online resources below will help them in the process.

USDA'S Kids Page

USDA provides students, parents, and teachers with youth-oriented information and resources related to agriculture.

Discover the Forest

 [Learn more >](#)

 [Eat Smart. Play Hard.](#) is about encouraging and teaching kids and adults to eat healthy and be physically active.

 [Backyard Conservation](#) shows you how conservation practices that are used on agricultural land across the country can be adapted for use on the land around your home.

Related Information

Conservation Education
 Recreation
 Watershed, Fish, Wildlife & Rare Plants
 Fun Outdoors

SPYTRAKA
 Special Expeditions
 Distributors: K2666 Association
 528 Merens Rd. 7 R.R. 15 Leamington, Ontario N8B1 3V8 (519)322-2463

Registration

Client: _____
 Age: _____ Height: _____ Date of birth: _____
 Address: _____ Province: _____
 Parents or Guardian: _____ Weight: _____
 Address: _____ City: _____
 Province: _____ Postal Code: _____

El Camino Real International Heritage Center
 For Schools and Teachers . . .

Updated 20 Dec 2007

LINKS FOR TEACHERS

Classroom and educational aids
 Lesson plans, rubrics, handouts, etc.

[School tours of the Center](#)

[Special Events at the Center](#)

[Calendar of Upcoming Events](#)

[Museum of New Mexico Student Outreach Programs](#)

 The Center welcomes the smiling faces of our student visitors, such as these Picacho Middle School students from Las Cruces.

 Displays and exhibits at the Center take the student back in time to learn the history and heritage of the trail - and New Mexico.

 Interactive and period displays, such as this early *tenda*, shows what life was like and the items used in colonial New Mexico.

School Group Tours

El Camino Real International Heritage Center has proven to be a nice day-trip for school groups from Las Cruces to Albuquerque. The exhibits and displays are designed as an interactive learning center for school children from about the third grade onward. Our outdoor patio and amphitheater is often used for demonstrations, teacher presentations, and as a lunch and recess area. All exhibits and Center facilities are wheel chair accessible, making it suitable for most special needs students.

Free Admission Monument admission is free to school groups for any day of the week except closed Tuesdays.

Fuel Cost Assistance. Need a little help with gas money? We know how schools are operating on very limited funds for student travel or field trips. The Foundation provides \$50 to \$100 (depending upon distance) to those school groups requiring financial assistance with bus or fuel fees. Call the Center at 575-854-3600 for details.

Bus Parking. The large parking lot at the Center ensures easy parking for school busses near the entrance.

 Outdoor amphitheater and patio is ideal for student presentations, lunch, and recess.



Reaching out to Families – Directly and through Schools

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It was not only the best carrot cake I've eaten, it's the best cake I've ever eaten! I kept shaving little pieces off. I don't usually eat cake but I just couldn't stop!

Carey R. Asheville, NC

World Best Carrot Cake on FOX News



"I ordered the cake for my friend, who said it was the best carrot cake she ever had! Thank you for the decorations - everything was beautiful!"

Eneely N. Florida

Worlds Best Carrot Cake
This gourmet carrot cake is 100% organic and full of luscious, juicy carrots. Using our old family recipe our bakers create and ice each cake by hand and finish these rare carrot cakes with rich and creamy cream cheese-walnut icing. Our customers routinely tell us this is **THE BEST CARROT CAKE** they have ever eaten! This 8", three-layer **Worlds Best Carrot Cake** will serve 12 to 16 and weighs about five pounds. **BUY NOW!** Have your World's Best Carrot Cake Delivered!



\$49.99 + Shipping & Handling
BUY NOW! We deliver the best carrot cake in the world!

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Worlds Best Carrot Cake
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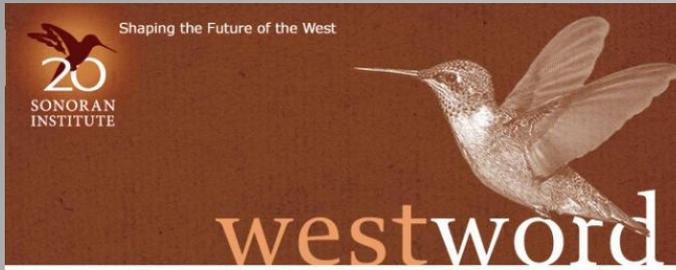
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- WHOLESALE CARROT CAKES
- WHO WE ARE
- HOLIDAYS
- WEDDINGS & PARTIES
- BEESWAX CANDLES
- CONTACT US

What has the private industry pushed forward that we should consider adopting?



Sonoran Institute Newsletter

Summer 2012



Note from the Chief Executive Officer

Brokering Our Renewable Energy Future

Increasing the use of renewable energy is a national priority, and the West has abundant wind and solar energy resources. But, as energy companies seek to fulfill the green energy promise, they are finding that producing clean power is one thing; getting it to customers is quite another matter.

No one wants a transmission line in or near their backyard-or across their farm or ranch, or through pristine public lands or wildlife habitat. The stalemate that often results from conflicts over transmission lines can delay and even derail vital progress towards a more sustainable energy future.

The Sonoran Institute has been hard at work with county officials in Montana and Idaho using our expertise on local engagement and mapping technologies to build trust, and to improve understanding of the impacts of proposed transmission lines. The goal is more renewable energy that is delivered with the least negative impact on wildlife habitat, scenic vistas, communities, farmland, and other environmental values.

Building Trust Requires Local Engagement

NorthWestern Energy is seeking to build the so-called Mountain States Transmission Intertie (MSTI), a massive transmission line that would run about 430 miles from Townsend, Montana, to Jerome, Idaho. The line would help carry power produced by wind and other new sources of energy generated in Montana to major population centers in the West. The utility's plan for the new line initially met with heavy resistance. Faced with making a decision about the line, elected officials in Jefferson and Madison counties were finding it difficult to sort through the many complicated siting options.

Recognizing an opportunity to both promote renewable energy and create a model for minimizing the impacts of transmission lines, the Institute helped launch the MSTI Review Project, a collaborative effort of local governments and stakeholder groups, formed to help address these questions. Its goals are to better understand MSTI's wildlife and economic impacts and to analyze route options in a way that incorporates the values and concerns of the affected communities.

The screenshot shows the Headwaters Economics website interface. At the top, there is a navigation bar with links for Home, Wildfire, Land and Communities, Energy, and Analysis Tools. Below this is a search bar and a 'Google Custom Search' button. The main content area is divided into several sections:

- Find Research By Region and Topic:** A search filter section with dropdown menus for 'Select a Region' (showing 'Show All Regions') and 'Select a Topic' (showing 'All Topics'). A 'SUBMIT' button and a 'Browse All Research' link are also present.
- IN FOCUS:** A featured article titled 'Report: New Mexico's Oil and Natural Gas Industry' with a sub-headline 'This graphical analysis reviews the status of New Mexico's oil and gas industry including production, drilling activity, and its role in the state's economy.' It includes a 'New Mexico Energy Report' icon and a 'News Release' icon.
- Socioeconomic Profiles (EPS-HDT):** A section for 'Free software that produces custom socioeconomic profiles for any geography in the country.' It includes a small thumbnail image of a report.
- Climate Change:** A section titled 'See all climate change related news and research.'
- Email Updates:** A section with an 'Enter Email' input field and a 'Subscribe' button.
- What We're Reading:** A list of recent articles including 'U.S. Census Paper on Geographic Mobility: 2008-2009', 'New York Times: What Spending/Tax Cuts Provide Highest Return?', 'Journal of Economic Geography: The Rural Growth Trifecta', and 'New York Times: Comparing Recession to Previous Ones'.
- Featured Research:** A section with three article thumbnails: 'The Economic Importance of National Monuments to Local Communities', 'Green Jobs Metrics', and 'The Economic Importance of National Monuments to Local Communities' (repeated).

Maybe Your Partner Should Lead?

loMasTv - Spanish Im... Welcome to Weather ... PBS Get a V for Valentine... Netflix: Watch Instan... Flight Deals from San ... McSweeney's Interne... YouTube - md

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TOP STORIES

BRIGHT IDEAS

A Soccer Ball To Light Up Developing Nations



BY KYLE VANHEMERT
JUN 12, 2010 6:12 PM
SHARE +1 Like 218

Just in time for the World Cup, the sOocket 2.0 offers an ingenious solution for illuminating developing nations. Kicking the induction coil-equipped ball around for ten minutes provides 3 hours of LED light.

We've already seen how the World Cup soccer ball has developed over the years, but sOocket puts that same ball to use for a decidedly nobler end. Pictured above is the second prototype,

which they say plays just like a normal soccer ball but contains a mechanism for generating power. While the original version of sOocket 2.0 uses a standard DC jack for powering other electronics,

Julia Silverman, one of the graduates who developed the sOocket, promotes the sOocket at official World Cup events. They're also promoting there's been some suggestion of a model like TOMS Shoes in a developing country would result in one being distributed in a developing country. A smart idea like this to get off the ground, it's right now.

Contact Kyle VanHemert:

RELATED STORIES

- The InfoLadies of Bangladesh, Armed With Bicycle Computers
- Miniature LED Lamp Powered By Fruit (Or Is It Vegetables?)

SENNHEISER

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With your talents, anything is possible!