

Ideas For The Future: America's NRAs

An attractive 42-page booklet with full color wrap-around cover picture, entitled *Ideas for the Future: America's National Recreation Areas*, represents the best thinking of 150 individuals concerned with the management of the 32 U.S. National Recreation Areas, at a 1988 symposium sponsored by NPS and USFS.

Six concurrent sessions developed ideas as to how better to plan, operate, and maintain NRA facilities, how to develop partnerships with diverse groups and organizations nearby, how to make the public aware of the enormous resources NRAs represent, and how to mesh their resources as a cog in the larger tourism

wheel. "Promotion and marketing of NRAs must be cooperative endeavors with local, state, and regional tourism organizations," according to one summary.

Included is a discussion of networking, as a verb – "not the finished product, but the process of getting there – the communication that creates the linkages between people and clusters of people." (Naisbitt, J., 1984. *Megatrends*. NY Warner Books, Inc.)

Copies of *Ideas for the Future* are available for \$10 from William J. McLaughlin, Dept. of Wildland Recreation Mgt., University of Idaho, Moscow, ID 83843.