

# LOCALNEWS

## Groups seek nominations for geotourism map

BY LAUREL BEAGER  
Editor

Local business owners, community organizations, tourism groups, visitors and residents are encouraged to get the word out about what this area has to offer.

And getting the word out is now easier and more effective through a partnership between the Heart of the Continent Partnership and the National Geographic Society.

Eric Johnson, a member of the design team planning and implementing the effort, discussed Tuesday how the two groups are working to create a Heart of the Continent Geotourism MapGuide website and app.

Geotourism, as defined by National Geographic, is tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage and the well being of its residents.

The online interactive MapGuide website of the region will include businesses, historic sites, festivals and events, and local attractions — the kinds of things a resident would recommend a visitor coming to the area see, visit and experience.

"This will be a real living, breathing website, like any well maintained website is," Johnson said.

Nominations may include historic structures and archaeological sites, scenic landscapes and wildlife viewing areas, trails and outdoor recreation, local cuisine and culture, festivals and events, artists and guides — the people and destinations that contribute to the unique beauty and diversity of the region.

The online map, as well as a mobile app, will offer destination information that identifies natural, cultural and historic attractions that define The Heart of the Continent region. The MapGuide will feature attractions, activities, services, people, places and events recommended for visitors by the people who live in the region.

Nominating something to be included on the map is easy, Johnson said, adding initial nominations will be accepted until June 15. However, he said, nominations will never close; sites on the map will continued to be added and deleted as needed.

"I encourage everyone to nominate things they love and enjoy in the area," he urged. And he urged people to encourage their friends, family and coworkers to



Eric Johnson



A map shows the Heart of the Continent region.

"nominate well and nominate often."

Nominations will be checked for accuracy and legality, he said. The National Geographic Society will work closely with the Heart of the Continent Geotourism Council to select the sites and themes that will appear on the map. The National Geographic Society will make the final determination on wording and site location. Nominations may be submitted at [www.traveltheheart.org](http://www.traveltheheart.org).

Johnson said the website also includes tips on how to word a nomination as well as some "dos and don'ts" of using photographs.

"The most important part, I feel, when nominating a business or attraction is getting some good, unique pictures on there," he said. "National Geographic is a picture-oriented organization. That's why everybody buys their yellow magazine — the pictures."

Johnson said the next training session for people interested in nominating to the website is scheduled for 6 p.m. May 21 at Oveson's Pelican Lake Resort in Orr.

Johnson said people may contact him at 218-244-6506 for assistance in the nomi-

nating process. He said many questions people may have can probably be answered over the phone.

"I really want to reiterate how simple this is to do," he said. "(It involves) Plugging in the existing texts of what is already printed material for many businesses and organizations, adding a couple pictures and contact information and pinning it on the map."

The MapGuide offers an opportunity for people to promote their businesses, events and organizations on a worldwide level to a customer base that has never before been reached.

"This is a no-strings-attached, no sign-on-the-dotted-line thing that almost sounds too good to be true," he said. "But it's already been paid for and will be paid for into the future by some advertising opportunities and local NGOs (nongovernment organizations) across the region."

Johnson noted that the MapGuide is not intended to replace any marketing efforts by businesses and local communities. "It's meant to enhance marketing already going on," he said.

## Local needs increasing

### Week is good time to help

JOURNAL STAFF REPORT

With local need increasing, a designated week encourages people to get involved with The Salvation Army.

Pres. Dwight D. Eisenhower declared the first National Salvation Army Week in 1954 to remind people to give freely of themselves, saying, "Among Americans, The Salvation Army has long been a symbol of wholehearted dedication to the cause of brotherhood."

This year, National Salvation Army Week occurs next week.

"Every good work The Salvation Army does in Koochiching County is because of community support," said Envoy Beverly Mayfield, leader of the local Salvation Army.

To get involved, call 218-283-3394 or visit [SalvationArmyNorth.org](http://SalvationArmyNorth.org).

Mayfield reminded people The Salvation Army's mission is to serve others without discrimina-

tion. The national week challenges the community to do good and model selfless services to others.

Last year, the International Falls Salvation Army provided electric, heat, water, medical travel/medicine, rent, emergency lodging, and food to 2,492 people. "National Salvation Army Week is the perfect time for volunteers and donors to join our important mission," Mayfield said. "In addition, this time of year is typically when giving decreases but the need for Salvation Army services increases. Any extra help we can get right now will have a big impact."

She said the most important thing the International Falls Salvation Army needs right now is continued support of prayer and donations for the many emergency services it now provides, as it continue to see an increase in need for these services throughout the year.



Beverly Mayfield

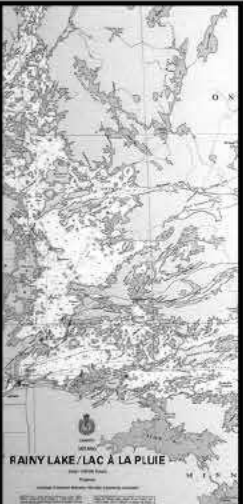
### Laminate...

Maps, posters and shop drawings up to 38" wide. No seams.

Also, we can mount documents onto 3/16" or 3/8" foam core.

**North Star PUBLISHING**  
Printing & Design

1602 Hwy. 71 • 285-7411



## The Senior LinkAge Line® is Looking for Volunteers

The Arrowhead Area Agency on Aging is looking for people interested in becoming State Health Insurance & Assistance Program (SHIP) counselors. Participants attend a 3-day training class in International Falls, MN. Volunteer opportunities exist in your community to work with seniors, their families, and caregivers.

**DATES:** Tuesday, June 17 - Thursday, June 19, 2014  
**TIME:** 9:30 AM to 4:00 PM each day  
**LOCATION:** Backus Community Center  
900 5th St, International Falls, MN 56649

### Position Description:

Volunteers will work with Medicare consumers, their families and caregivers to make informed decisions about health care. Volunteers will provide objective counseling and individual assistance as Medicare options are explored. Volunteers assist consumers with managing their medical paperwork; reviewing their options for Medicare supplements, Medicare Advantage and Medicare Part D plans, long-term care insurance and becoming informed about Medicare products. Volunteers will screen for public programs and ways to help lower prescription drug costs. Ask about other volunteer opportunities involving teaching and educating the public on long term care, Medicare and related topics or become a Senior Surf Day Instructor and teach basics Internet skills.

Upon successful completion of the three-day class, volunteers will receive certification through the Minnesota Board on Aging as a State Health Insurance & Assistance Counselor. Volunteers will receive staff support, guidance, and on-going training from Senior LinkAge Line® staff person Karen Tveit of International Falls.

Pre-registration for the class is required. Registration packets are accepted to June 3, 2014. For more information or to reserve your spot in the class contact Lee Swenson at 1-800-333-2433, ext. 81019 or [lsvenson@ardc.org](mailto:lsvenson@ardc.org).



Arrowhead Area  
Agency on Aging



A One Stop Shop for Minnesota Seniors

Promoting health for older adults and family caregivers are important functions of the Arrowhead Area Agency on Aging. The Arrowhead Area Agency on Aging is a part of the Arrowhead Regional Development Commission.

## COMMUNITY BABY SHOWER

Our smallest residents need your help!

Please bring your donations to a community event at:

**Coffee Landing Café**  
**444 Third Street**

**Saturday, May 17, 2014**  
**10:00 am - 12:00 pm**

Refreshments will be served.

Items can be dropped off prior at the Rainy Lake Medical Center Hospital or Clinic Registration areas.

Many Koochiching County families cannot afford essential baby supplies such as diapers, blankets, and clothes.

Area babies need the following items:

- **New** onesies, pajamas, outfits: Premie, Newborn, and up to 12 mos.
- Diapers: Premie, Newborn, 1 and 2
- Quilts and flannel blankets
- Baby washcloths, soap, lotion
- Thermometers, bulb suction
- Infant hats
- *New or gently used* baby and prenatal books



Hosted By The:

Koochiching County Public Health staff distribute these essential supplies when they visit newborns and their families throughout the county.

If you have questions, please contact:  
Deb Larson, Koochiching County Health, at 218-283-7070.



**FOUNDATION**

keep in touch online ...

**www.ifallsjournal.com**