



# Creating Opportunities Along the Nation's Trails

425 West Pittsburgh Street | Greensburg, PA 15601 | (724) 216-9160 | [www.trailtowns.org](http://www.trailtowns.org) | [www.progressfund.org](http://www.progressfund.org)

## Trail Town Certified Network



As trail users visit your town, we want you to get more dollars from them through visitor-targeted efforts and to save more dollars through economically and environmentally sustainable practices.

### What is it?

The Trail Town Certified Network is a *free* association for all businesses and organizations that serve trail users in our Trail Towns; its members commit to helping each other make the most of trail users' patronage. We support and promote local businesses and organizations in their pursuit of practices that are economically sound, environmentally conscious, and socially mindful for the benefit of businesses, consumers, and their communities.

### What are the things it does?

The Trail Town Certified Network evaluates your operating practices and helps you learn more about how to provide needed amenities to better serve trail users. We also host meetings, networking events, and learning workshops. We will schedule periodic check-ins to see how the Network is working for you, gather info on how business is going, and offer support and advice.

Members are encouraged to continually improve upon their progress and accomplishments and to share successes with others in the network, customers, and the public. They connect with each other to exchange information, what works for them and what doesn't. Sometimes, new connections can result in new business partnerships or referrals too.

### Is there recognition?

Of course! Recognition includes a listing on our Trail Town Program® webpage, window decal, marketing materials, and social media shot-outs for events and going the extra mile as a Trail Town Certified Network member.

### How can I be a part of it?

To become a member of the Trail Town Certified Network you will go through an evaluation looking at your business or organization's environmentally sustainable and trail friendly practices:

1. Apply to become a member by filling out the application form.
2. We will follow up and schedule your **free evaluation**.
3. Following the evaluation we will complete a recommendation report. This will be given to you about two weeks following your assessment.
4. We strongly encourage you to **routinely visit the Trail Town Program® blog and social media pages** for news and tips on running a more sustainable and trail-friendly business or organization.

**Trail Town Certified Network**

**Over 100 businesses** and growing!

**Who are they?**  
Trail Town Certified Network members are accommodating to trail users and make it easy for you to travel *green* on the trails!

**What do they do?**  
They are dedicated to incorporating practices that benefits society, the environment, and the economy!

**Look for Trail Town Certified Network window decals!**



## Creating Opportunities Along the Nation's Trails

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### 2015 Application for Trail Town Certified Network Membership

Business/Organization Name: \_\_\_\_\_

Business/Organization Type: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

How do you prefer to be contacted? (Phone, e-mail, etc.): \_\_\_\_\_

How did you hear about the Trail Town Certified Network?  
\_\_\_\_\_

Why do you want to participate in the Trail Town Certified Network? What would you like to get from it?  
\_\_\_\_\_  
\_\_\_\_\_

What topics are you interested in learning about?

- Energy Efficiency    Bike-Friendly Practices    Social Media    Marketing    Trail Tourism    Local Foods  
 Alternative Energy Option    Website Management    Packaging/Trip Making    Sustainable Solutions

Would you like to lead a tour or host a networking event at your business or organization?

- Tour    Host    Neither

What times are best for you to attend networking events?

Time of the day: \_\_\_\_\_

Day of the week: \_\_\_\_\_

Time of the year: \_\_\_\_\_

Are you currently networking with other businesses within your town or along your trail?

- Yes    No

Is there anything else you would like to add?  
\_\_\_\_\_  
\_\_\_\_\_

Deliver completed application to:

Trail Town Program®, 425 W. Pittsburgh St, Greensburg, PA 15601

724-216-9160 – [cmahronich@progressfund.org](mailto:cmahronich@progressfund.org)

