

2010 Media & Partnership Awards

FEBRUARY 10, 2010 SAN DIEGO, CA

About the Competition

Association of Partners for Public Lands is pleased to present its 2010 Media and Partnership Awards in San Diego, where our convention theme, *Engagement—A Call to Action*, explores ways that each of us can move from ideas to actions that further engage the public with our nation's parks, forests, lakes and monuments.

We congratulate all of our award recipients for the excellent work they do to achieve their goal of communicating what is special about our nations' public lands. Creative approaches, high quality content and attractive designs deliver an impressive array of products and programs that reflect the diversity of these special places, as well as the diversity of visitors who come to know and love them. These efforts to engage the public help enable visitors to understand, appreciate and care for America's public lands.

Twenty-five organizations from across the United States submitted 101 entries in 14 categories to this year's competition. Sixteen volunteer judges had the difficult task of choosing winners from so many excellent products and programs. APPL applauds all of the organizations whose attention to excellence and professionalism have made these awards a benchmark for quality products and programs.

All not-for-profit public land partner organizations regardless of their membership in APPL are eligible for entry in this awards program reflecting the multi-agency nature of APPL. We thank all the agencies for their support and for encouraging their partners to participate in this competition.



Donna Asbury
Executive Director



Lisa Madsen
President, APPL Board of Directors

2010 Agency Partner of the Year Award

The Board of Directors and the Government Relations Committee of the Association of Partners for Public Lands (APPL) are pleased to announce the selection of Joe Meade, Forest Supervisor at Chugach National Forest, as our 2010 Agency Partner of the Year. This award recognizes a public lands agency employee who has demonstrated exceptional achievement in cultivating an atmosphere of partnership between their agency and the nonprofit organizations with which they are affiliated.



Joe has developed and maintained an atmosphere of mutual respect and trust among all partners through his absolute commitment to collaboration and inclusiveness.

He advocates for, supports and communicates the importance of partnerships at all levels of his agency's operations. Joe's commitment to accomplishing the Forest Service's mission "through the hands of others" is exemplified by the fact that, at every opportunity, he leverages resources in support of partners working toward shared stewardship.

Joe ensures that the agency's and its partners' efforts are mission-based and focused toward a common vision. Joe is a visionary with a strong commitment to the Forest Service mission, but at the same time, he is a true partner. Joe is a wonderful listener, and seeks understanding of partners' missions and needs before identifying potential intersections with Forest Service programs and resources. Joe very effectively identifies compatible organizations with overlapping missions, growing partnerships into webs of support. He leverages federal resources to foster partner contributions, and passionately promotes partners by highlighting their shared visions and successes.

Working with Joe, staffs at nonprofit partner organizations feel relevant, important, and even integral to the mission of the Chugach National Forest.

Joe has helped nonprofit partners become more effective at accomplishing their own work. His constant commitment to shared stewardship has contributed to successful, long-term partnerships that are sustained by the culture of partnership that he has inspired in his agency and amongst his partners.



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Audio-Visual

Winner

Traders, Tribes & Travelers: The Story of Bent's Old Fort

Western National Parks Association

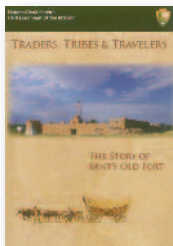
Paul Feldman – Producer/Director

Lisa Feit – Writer

Greg Holt and Rick Wallner – Project Managers

Judges' comments: Got my attention as soon as video started.

Good voice quality of presenter, content is engaging and has a storyline entwined with visuals. The film and the extras are of high quality and informative.



Honorable Mentions

Living Death Valley, A Journey of Music and Image

Death Valley Natural History Association (DVNHA)

Terry Baldino – Chief of Interpretation, Death Valley National Park

David Blacker – Executive Director, DVNHA

Ryan Christensen – Director/Producer, Bristlecone Media LLC

Valley Forge National Historical Park Audio Tour

The Valley Forge Encampment Store

Graham Dellinger – Encampment Stores Programs Supervisor

Dona McDermott – Archivist, Valley Forge

Michael Ticcino – Photographer, Ticcino Creative

John Grossman – Production

John Lionarons – Musician/Arranger

Children's Media

Winner

Animals Count in Grand Canyon National Park

Grand Canyon Association (GCA)

Donna Love – Author

Joyce Mihran Turley – Illustrator

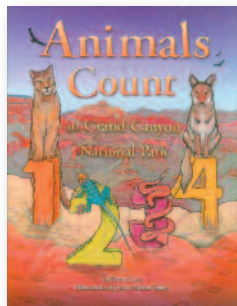
Tom Pittenger – Writer/Editor,

Grand Canyon National Park

Ron Short – Art Director, GCA

Todd Berger – Director of Publishing, GCA

Judges' comments: Nice book. The story and illustrations invoke the desire to see the real thing. Spot-on engaging illustrations complement the text very well.



Honorable Mentions

Peregrine's Sky

Western National Parks Association

Consie Powell – Author and Illustrator

Nancy Campana – Designer

The Story of Gill

UNLV Public Lands Institute

Paula Jacoby-Garrett - Program Associate, Public Lands Institute

Allison Brody – Project Manager, Public Lands Institute

Jennifer Haley – Chief of Visitor Services, Southern Nevada Agency Partnership

La Invasion del Basuron (The Invasion of Trashor)

UNLV Public Lands Institute

Allison Brody – Project Manager, Public Lands Institute

Maria Marinch – Language Sources Inc.

Jennifer Haley – Chief of Visitor Services, Southern Nevada Agency Partnership

Congratulations to this year's APPL Excellence Award winner, Red Rock Canyon Interpretive Association's Mojave Max Education Program! Mojave Max exceeded the demands of the initial program and expanded to include videos and teacher training for classroom presentations. Since the program's inception ten years ago, it has reached over 100,000 children and has become a model for successful multi-agency collaborations.

Mojave Max is the winner of the Education Program or Product category. Judges liked that it is fun and accessible for kids and has grown to involve the community in local environmental issues.

Education Program/Project

Winner

Mojave Max Education Program

Red Rock Canyon Interpretive Association

Mark Tanaka-Sanders – Manager, Red Rock

Canyon National Conservation Area

Christina Gibson – Management Analyst, Clark County DCP

Helen Barrett – Assistant Executive Director,

Red Rock Canyon Interpretive Association

Bill Black – Acting Executive Director, Southern Nevada

Agency Partnership

Judges' comments: Very kid oriented and friendly. Nicely done.



Honorable Mentions

Smokies 2009 Family Friendly Junior Ranger Programming

Great Smoky Mountains Association

Lisa Horstman – Illustrator/Designer

Karen Ballentine – Education Coordinator

Steve Kemp – Editor

Cathy Cook – Chief of Resource Education

The Golden Gate National Parks:

One of America's Best Ideas Outreach Campaign

Golden Gate National Parks Conservancy (GGNPC)

Rich Silverstein – Co-chair/Creative Director, Goodby, Silverstein & Partners

David Shaw – Director of Communications, GGNPC

Veda Banerjee – Associate Director of Communications, GGNPC

Bill Prochnow – Design Director, GGNPC

Grand Staircase-Escalante National Monument Student Explorations

Glen Canyon Natural History Association

Rachel Sowards – Education Specialist, Grand Staircase-Escalante National Monument

Barbara Warner – Educator

Christopher Eaton – Executive Director, Glen Canyon Natural History Association

Daisy Ballard-Johnson – Intern, Grand Staircase-Escalante Partners

Glacier National Park Student Resource Guide

Glacier Association

Wendy Hill – Executive Director, Glacier Association

Bill Hayden – Interpretive Specialist, Glacier National Park

Laura Law – Education Specialist, Glacier National Park

Theme Related Items

Winner

Products Commemorating the 75th Anniversary of Great Smoky Mountains NP

Great Smoky Mountains Association

Joe Luttrell – Product Support Director

Ann Froschauer – 75th Anniversary Coordinator

Cathy Cook – Chief of Resource Education

Terry Maddox – Executive Director, Great

Smoky Mountains Association

Judges' comments: Excellent example of well-conceived and executed commemorative products. Product selection and design

are well suited to their purpose.

Good partnership.



Honorable Mention

Alcatraz: The John Giles Escape

Golden Gate National Parks Conservancy (GGNPC)

Robert Leiber – Director of Retail/Product Development, GGNPC

Sarah Lau – Associate Director Product Development, GGNPC

Vivian Young – Designer

John Moran – Alcatraz Historian, GGNPC

Partnership Program/Project

Winner

Alcatraz Gardens Restoration Project

Golden Gate National Parks Conservancy (GGNPC)
(late) Carola Ashford – Project Manager, The Garden Conservancy

Shelagh Fritz – Project Manager, The Garden Conservancy
Diane Ochi – Project Manager, GGNPC
Craig Kenkel – Acting Deputy Superintendent, Golden Gate National Parks

Judges' comments: Great programmatic partnership, utilizing volunteers, program was well explained and documented.



Honorable Mentions

Turning the Tide

Golden Gate National Parks Conservancy (GGNPC)
Greg Moore – Executive Director, GGNPC
Cleveland Justis – Director, Institute at the Golden Gate
Howard Levitt – Chief of Interpretation, Golden Gate National Parks
Chris Powell – Public Affairs Specialist, Golden Gate National Parks

New Pearl Harbor Memorial Museum & Visitor Center

Arizona Memorial Museum Association
George Sullivan – COB, Arizona Memorial Museum Association
Dr. Ronald Sugar – COB, Pearl Harbor Memorial Fund
Paul DePrey – Superintendent, WWII Valor in the Pacific National Monument
RDML Michael Georgione – NAVFAC Pacific, United States Navy



Multi-Media Program/ Project

Winner

Great Smoky Mountains Association Web Site

Great Smoky Mountains Association
Carolyn Jourdan
Steve Kemp
Valerie Polk
Tom Harrington

Judges' comments: The overall site is very impressive. The partnership with the agency and the public is most impressive. The design is effective, user-friendly and attractive.

Honorable Mention

America's Best Idea minisite

(www.ForOurParks.org)

Golden Gate National Parks Conservancy (GGNPC)
Mark Pothier – Web Director, GGNPC
Veda Banerjee – Associate Director of Communications, GGNPC
Ellen Fortier – Designer, GGNPC
Mike Hsu – Editorial and Communications Coordinator, GGNPC

Membership/Fundraising Materials

Winner

Trails Forever Dinner 2009

Golden Gate National Parks Association
Gwen Sobolewski - Events Director, GGNPC
Robi Tse – Development and Campaign Events Coordinator, GGNPC
Nancy Bechtel – Co-chair, Trails Forever Dinner Committee



Jessica Galloway – Co-chair, Trails Forever Dinner Committee

Judges' comments: Entry displayed high-quality and creative aspects, everything exceptionally engaging, setting and the prizes are related to the mission and help tell the story of the parks.

Honorable Mentions

Grand Canyon Celebration of Art

Grand Canyon Association
Susan Schroeder – Executive Director, Grand Canyon Association
Helen Ranney – Public Relations
Brad Wallis
David Haskell – President, Arizona Plein Air Painters

Dolly Parton CD and Dollywood Store

Great Smoky Mountains Association
Dolly Parton – Entertainer
Dollywood Foundation
Friends of the Smokies
Tony Smith – Music co-producer

MVMA -MVF Joint Membership Program

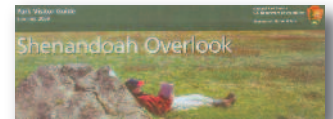
Mesa Verde Museum Association
Paul Balaguer – Executive Director, Mesa Verde Foundation
Laurel Rematore – Executive Director, Mesa Verde Museum Association

Complimentary Publications

Winner

Shenandoah Overlook

Shenandoah National Park Association
Neal Lewis – Designer
Clair Comer – Editor/Writer
Joanne Amberson – Editor/Writer



Judges' comments: One of the best examples of a park newspaper I've seen. Content and design work well together. Color is skillfully used to organize the content. Well laid out, attention holding.

General Interest Publications

Winners

Lake Clark National Park and Preserve

Alaska Geographic
Steve Kahn and Anne Gray – Authors
Fred Hirschman – Photographer
Chris Byrd – Designer

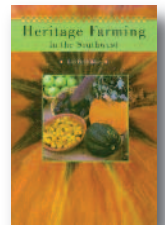
Judges' comments: Gorgeous photos combined with well done illustrations, like the interplay between natural history, and human history on the landscape. Use of sustainable material is great.



Heritage Farming in the Southwest

Western National Parks Association
Gary Nabhan – Author
Dan Stebbins and Melissa Urreiztieta – Editors
Boelts Design – Designer

Judges' comments: I really like the design of this book, including the appealing cover. This is a very well written book, it draws the reader in and keeps their attention.



Honorable Mentions

Scavenger Hike Adventures in Shenandoah National Park

Shenandoah National Park Association
Kat and John LaFevre – Authors
G. Webb – Artist
Joanne Amberson – Copy Editor
Greta Miller - Project Coordinator

Granite, Water & Light: The Waterfalls of Yosemite Valley

Yosemite Association

Mike Osborne – Author and Photographer

N. King Huber – Expert Review, Geologist Emeritus, USGS

Heyday Books – Design and Editing

Frequently Asked Questions About Butterflies

Western National Parks Association

Rose Houk – Author

Dawn Sokol – Designer

Paul Mirocha – Illustrator

First Light: Five Photographers Explore Yosemite's Wilderness

Yosemite Association

Bob Hansen – Past President, Yosemite Fund

Malcolm Margolin – Publisher, Heyday Books

Karl Kroeber – Photographer

200th Birthday Celebration for Abraham Lincoln

Commemorative Booklet

Eastern National

Lance Hatten – Chief of Interpretation, National Mall and Memorial Parks

Stacy Madalena – Regional Manager, Eastern National

Interpretive Staff – National Mall and Memorial Parks

Eastern National Publication Department

Visitor Guides

Winner

Driving Tour of Historic Saipan

Arizona Memorial Museum Association

Ray Sandla – Publications Manager

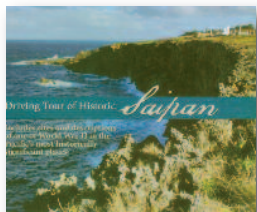
Donny Chambers – Design

William H. Stewart – Military Historical

Cartographer

Historic Preservation Office Saipan

Judges' comments: Graphics are captivating...attention holding. Map is easy to follow and relates well to narrative. Very creative use of a map format, innovative in the imagery and use of space.



Honorable Mention

Silent Storytellers of Totem Bight State Historical Park

Alaska Geographic

Tricia Brown – Author

Jill Brubaker – Editor

Chris Byrd – Art Director

Debbie Whitecar – Graphic Designer

Commemorative Project or Program

Winner

Great Smoky Mountains 75th Anniversary Events and Web Site

Great Smoky Mountains Association

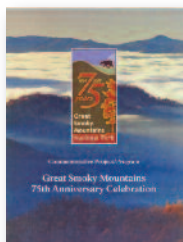
National Park Service

Great Smoky Mountains National Park

Great Smoky Mountains Association

Friends of Great Smoky Mountains National Park

Judges' comments: Very well planned and executed event. Planning team went above and beyond to engage, educate, and entertain. All-around strong partnership-based.



Honorable Mention

Children's Vision: Springdale and Zion

Zion Natural History Association

Ron Terry – Chief of Interpretation, Zion National Park

Lyman Hafen – Executive Director, Zion Natural History Association

Michael Plyler – Director, Zion Canyon Field Institute

Steve Eberhard – Principal, Springdale Elementary School

Julie Hancock – Director, Canyon Community Center

Pearl Harbor 67th Anniversary

Arizona Memorial Museum Association

Edean Saito – Business Manager

Ray Sandla – Publications Manager

Judges for 2010

Marc Blackburn

Park Ranger

National Park Service

Paula Degen

Project Coordinator

Chesapeake Bay Gateways Network

Cheryl Hazlitt

Interpretive Planner

US Forest Service

Evie Kirkwood

Director, St. Joseph County Parks, IN

Nadine Meyer

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MN Dept. of Natural Resources

Tom Mullin

Assistant Professor

Unity College, ME

Will Reding

Interpretive Naturalist

Ken Wilk

Park Ranger

US Army Corps of Engineers

Karin Hostetter

Writer/Interpretive Trainer

Interpret This

Doug Knudson

President

Old Spanish Trail Association

Glenda Franich

U.S. Fish & Wildlife Service

Branch of Visitor Services and Communication

Sallie Lowenstein

Author/Illustrator

Kitty Patterson

Owner/Creative Director

graphics&design

Adrienne Marek

English Teacher, ret.

Consultant for Montgomery County Public Schools, MD

Angela Yau

Interpretive Planning, Training, and Design Consultant

Professor of Natural Science, Santa Fe College

Nancy Mendez

Interpretive Specialist

California State Parks - Southern Service Center

Acknowledgements

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