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 nation’s 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.

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.
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
Don 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 Mihra 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 APL Excellence Award 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


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

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 National 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 Gales 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 or 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 Bechtle – Co-chair, Trails Forever Dinner Committee

J ew s s a 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

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 Balaguier – 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

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

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 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

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

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, Sion 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

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