

ARTWORK BY STEPHANIE DALTON COWAN

# 2011 Media & Partnership Awards

## About the APPL Awards

The Association of Partners for Public Lands (APPL) is pleased to present our 2011 Media and Partnership Awards in Dallas. This year's entries were a perfect fit for our 2011 APPL convention and trade show theme, *Broadening Our Horizons*, demonstrating new ways to incorporate multi-media technology, partnerships, sustainability, and education to expand outreach to public lands visitors and enthusiasts. We send a heartfelt thank you to all the individuals, associations and partners who make the competition possible.

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. This year's products and programs reflect the diversity of these special places, as well as the variety 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.

Donna Asbury  
Executive Director

Lisa Madsen  
President, APPL




Board of Directors



Association of Partners for Public Lands  
2401 Blueridge Avenue, Suite 303  
Wheaton, MD 20902  
Phone: 301.946.9475  
Fax: 301.946.9478  
E-mail: [appl@appl.org](mailto:appl@appl.org)  
Web site: [www.appl.org](http://www.appl.org)

## 2011 Outstanding Vendor Award

### Impact Photographics

APPL is proud to honor Impact Photographics as the recipient of our 2011 Outstanding Vendor Award for their commitment to working with nonprofit public land partners to help them achieve their missions. Impact's commitment is exemplified by their high standards for products with interpretive value; their attention to safety and the environment; a culture of superior customer service; their inclusion of value-added services such as custom display design that maximizes allocated space and improves the visitors' experience; their willingness to assist their customers by creating, producing and warehousing products for smaller parks who need these resources; and their collaborative approach to product development that includes both agency personnel and partners.



## 2011 Agency Partner of the Year Award

### Rich Weideman, National Park Service

Rich Weideman Chief, Office of Partnerships and Philanthropic Stewardship, National Park Service (NPS), has been selected as APPL's 2011 Agency Partner of the Year. Throughout his nearly thirty years with the NPS and his tenure at Golden Gate National Park, Rich has demonstrated exceptional achievement in cultivating an atmosphere of partnership. Rich has worked with a variety of partners and on every occasion he maintains a larger park vision, recognizing that the public and the partners also have a vested interest in the parks. His openness of heart and willingness to share success has created life-long friendships and working synergies. Rich's passion for training in the best practices of park partnerships has resulted in mentoring dozens of incoming and long-term NPS employees and serving as a member of the APPL Training Crops.



## 2011 President's Award

### Rose Fennell, National Park Service

Throughout her tenure as the National Park Service's Servicewide Cooperating Association Coordinator, Rose Fennell has been a true champion of nonprofit partners providing quality interpretive products and programs to national park visitors. Rose's visionary outlook and her unwavering goal of serving both her agency colleagues as well as her cooperating association constituents has made a significant impact in the field of public lands partnership.

## 2011 Winners and Honorable Mentions for APPL Media and Partnership Awards

### Theme

#### Winner

##### **Alcatraz Rules & Regulations/Alcatraz Comic Wallets**

Golden Gate National Parks Conservancy

Robert Leiber, Director, Retail & Product Development

Louise Audell, Retail Designer

Sarah Lau, Associate Director Product Development



*Judges' comments:* Entry definitely provokes and prompts further interest. Wallet catches one's attention and then provides a quick snippet of factual information with the website link for access to more information. This is a fabulous and creative idea.

#### Honorable Mentions

##### **US Capitol Christmas Tree 2010**

Grand Teton Association

Jan Lynch, Executive Director, Grand Teton Association

Carole Thickett, Designer, Ormsby and Thickett Interpretive Design

Ken Wayman, General Manager, Paragon Press

##### **2011 Pearl Harbor Survivors Calendar**

Pacific Historic Parks

Ray Sandla, Publications Manager, Pacific Historic Parks

Alison Akau, Project Coordinator/Graphic Artist, Pacific Historic Parks

Donny Chambers, Webmaster, Pacific Historic Parks

##### **2011 Mount Rushmore 70th Anniversary Calendar**

Mount Rushmore Society

Rodger Slott and Johnny Sundby, Photographers

Amanda Summers, Design

Debbie Ketel, Project Manager

### Education Program/Project

#### Winner

##### **Hike the Smokies Challenge**

Great Smoky Mountains Association

Cathy Cook, Chief of Interpretation and Education, Great Smoky Mountains National Park

Steve Kemp, Interpretive Products and Services Director, Great Smoky Mountains Association

Christine Hoyer, Trails and Facilities Volunteer Coordinator, Great Smoky Mountains National Park

Kent Cave, Supervisory Ranger and Non-Personal Media Specialist  
Great Smoky Mountains Association Media Specialists



*Judges' comments:* This entry is well organized, well designed and presented; website, DVD and photo accounts of the Challenge are provided; the website is easy to navigate and the DVD offers both QuickTime Player and Windows programs. It is strong at working to educate the "general adult visitor," and engages families.

#### Honorable Mentions

##### **Mesa Verde Enhanced Visitor Opportunities**

Mesa Verde Museum Association

William Nelligan, Deputy Superintendent, Mesa Verde National Park

Tessy Shirakawa, Chief of Visitor Services, Mesa Verde National Park  
Chuck and Cheryl Carson, Mesa Verde National Park Volunteers-in-Parks Program Co-coordinators

Laurel Rematore, Executive Director, Mesa Verde Museum Association

### Yellowstone Association Small Group Programs

Yellowstone Association

Pat Cole, Executive Director

Jeff Brown, Director of Education

Nick Derene, Program Manager

### Searching for Life in the Great Smoky Mountains Electronic Field Trip and Website

Great Smoky Mountains Association

Mark Kormann, National Park Foundation

Karen Ballentine, Education Branch Chief, Great Smoky Mountains National Park

Susan Sachs, Education Coordinator, Appalachian Highlands Science Learning Center

Valerie Polk, Media Specialist, Great Smoky Mountains Association

### Chugach Children's Forest Youth Climate Change Expeditions

Alaska Geographic

Ann Mayo-Kiely, Program Director, Alaska Geographic

Amanda Smith, Program Manager, Alaska Geographic

Sara Boario, Public Affairs Officer, USDA Chugach National Forest

Aaron Poe, Partnerships and Community Engagement,

USDA Chugach National Forest

### Visitor Guides

#### Winner

##### **Zion Adventure Guide: Exploring Zion National Park**

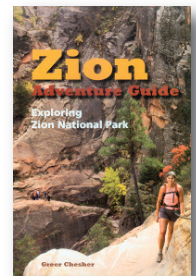
Zion Natural History Association

Lyman Hafen, Project Manager, Zion Natural History Association

Greer Chesher, Writer

Sandy Bell, Designer

Ron Terry, Chief of Interpretation, Zion National Park



*Judges' comments:* Wish I would have had this book when I was visiting Zion National Park! Information well laid out, organized and presented. This comprehensive guide is outstanding. There's something for everyone, packaged in a well-organized, user-friendly design.

#### Honorable Mention

##### **Things to See & Do in 2 to 3 Hours from Oconaluftee and Sugarlands Visitor Centers**

Great Smoky Mountains Association

Jim Niehues, Map Illustrator

Christina Watkins and Amanda Summers, Graphic Artists

Steve Kemp, Writer and Project Manager

### Audio-Visual

#### Winner

##### **Mount St. Helens: 30 Years of Change**

Discover Your Northwest

Kyle Justice, Director

Ben Nechanicky, Designer

Jim Adams and Mark Plotkin, Executive Producers



*Judges' comments:* Extremely interesting, good use of photos in footage, DVD cover and text catches one's attention, like the breakout of bonus features.



### **Congratulations to this year's APPL Excellence Award winner.**

Presidio Seed and Plant Lab is this year's partnership program or project category winner. The lab is one of five nurseries that grow native species for restoration projects and provides a state-of-the-art environment to process and store over one million native plant seeds which represents more than 300 species from local watersheds. The lab is a LEED Platinum certified green building designed to leave a "net-zero" energy footprint. Judges liked that it is an educational site for community members and schoolchildren to see and understand the value of public land stewardship. They also remarked on the multi-agency partnership that was created to assist with funding.

### **Partnership Program/Project**

#### **Winner**

#### **Presidio Seed and Plant Lab**

Golden Gate National Parks Conservancy

Catherine Barner, Director of Projects, Golden Gate National Parks Conservancy

Michael Boland, Director of Planning, Park Projects and Programs, The Presidio Trust

Betty Young, Director of Native Plant Nurseries, Golden Gate National Parks Conservancy

Christina Wallace, Conservator and Presentation Project Manager, The Presidio Trust

*Judges' comments:* Visionary and innovative project, great collaboration in all aspects of project, Building is high quality and innovative by its attention to so many levels of "green."



#### **Honorable Mentions**

#### **Crystal Cave Solar Power**

Sequoia Natural History Association

Dayna Higgins, Development Director, Sequoia Natural History Association

Chris Carpenter, Project Director, National Park Service

Mike McGoe, Contractor, Nexgen Energy Systems

Joel Despain, Cave Management Specialist, National Park Service

#### **US Capitol Christmas Tree 2010**

Grand Teton Association

Mary Cernicek, Public Affairs Officer, Bridger Teton National Forest

Jan Lynch, Executive Director, Grand Teton Association

Senator John Barrasso, Wyoming

Dianne Shober, Executive Director, Wyoming Travel and Tourism

### **Children's Media**

#### **Winner**

#### **Petal Pushers Journal/Activity Book**

Golden Gate National Parks Conservancy

Ely Huerta Ortiz, Community Programs Manager of Presidio Nursery, Golden Gate National Parks Conservancy

Nancy Caplan, Education Lead, National Park Service

Shane Koehler, Education Intern, Presidio Nursery,

Golden Gate National Parks Conservancy

Damien Raffa, Education and Volunteer Program Manager, The Presidio Trust



*Judges' comments:* The entry is well suited in content to its task. The depth of information and activities in this journal demonstrates a tight collaboration between contributing partners. Book is nicely done and compliments the on-site program for youth.

#### **Honorable Mention**

#### **Escape From Alcatraz: The Doc Barker Gang**

Golden Gate National Parks Conservancy

Robert Leiber, Director, Retail and Product Development,

Golden Gate National Parks Conservancy

David Norton, Illustrator

Alexis Norton, Writer

Louise Audell, Retail Designer, Golden Gate National Parks Conservancy

#### **The Adventures of Two Raindrops Running Wild**

Rocky Mountain Nature Association

Ben Brown, Illustrator

John Gunn, Publications Manager, Rocky Mountain Nature Association

Nancy Wilson, Publications, Rocky Mountain Nature Association

### **Non-Partner Published**

#### **Winner**

#### **Great Smoky Mountains National Park:**

#### **30 Years of American Landscapes**

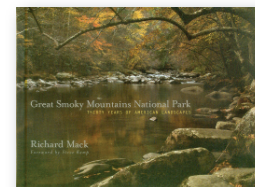
Great Smoky Mountains Association

Steve Kemp and Richard Mack, Authors

Richard Mack, Photographer

Rich Nickel, Designer

Laurie Prossnitz, Editor



*Judges' comments:* What a great value for the price, a beautifully crafted book. This is a testament of dedication by those who saw the visions and made it happen.

### **Membership/Fundraising Program or Project**

#### **Winner**

#### **In the Footsteps of Thomas Moran:**

#### **Plein Air Artist Invitational at Zion National Park**

Zion Natural History Association

Lyman Hafen, Project Manager,

Zion Natural History Association

Leslie Courtwright, Zion National Park Museum Curator

Anne Weiler Brown, Volunteer Coordinator

Tracy Jones, Project Specialist,

Zion Natural History Association



*Judges' comments:* Innovative program, A distinct and fascinating approach to interpreting the park, raising funds, and bringing in people—including some who might not think of the park as an artistic haven. I especially like your approach to the Quick Draw.

#### **Honorable Mention**

#### **Smokies Life Magazine**

Great Smoky Mountains Association

Steve Kemp, Contributing Editor

Kent Cave, Editor

Lisa Horstman, Lead Designer

Joey Heath and Karen Key, Designers

### **Complimentary Publications**

#### **Winner**

#### **The Fairweather Visitor Guide**

Alaska Geographic

Jill Brubaker, Managing Editor

Debbie Whitecar, Designer

Tom Vandenberg, Park Coordinator



*Judges' comments:* Easy read, use of bold print throughout assists in guiding reader to personal interests. Would have liked to have something like this on the Alaskan cruise I took. This is excellent—a lot of information, well-written in an engaging style, well-organized and

presented in a readable, user-friendly format. It is particularly effective in explaining why there are regulations to protect the natural resources, and it helps visitors understand how they can help.

### Multi-Media Project/Program

#### Winner

#### Great Smoky Mountains National Park Mobile Guide (iPhone app)

Great Smoky Mountains Association

Cathy Cook, Chief of Interpretation and Education, Great Smoky Mountains National Park  
 Terry Maddox, Executive Director, Great Smoky Mountains Association  
 Steve Kemp, Interpretive Products and Services Director, Great Smoky Mountains Association  
 Nomad Mobile Guides



*Judges' comments:* The app is very user friendly with clear simple graphics and navigation. Effective use of existing materials adapted to this new mobile platform. Great beginning to what I'm sure will be a popular series of visitor guides to National Parks! A good way for the "plugged in" populace who visit the park to interact with it, without necessarily having to find a ranger or stop at the visitor center.

#### Honorable Mentions

#### Great Smoky Mountains Association Website

Great Smoky Mountains Association

Carolyn Jourdan, Senior Media Specialist, Great Smoky Mountains Association  
 Steve Kemp, Director, Interpretive Products and Services, Great Smoky Mountains Association

Valerie Polk, Media Specialist, Great Smoky Mountains Association  
 Tom Harrington, Volunteer Interpreter and Naturalist

#### Yosemite Conservancy Website

Yosemite Conservancy

Mike Tollefson, President, Yosemite Conservancy  
 Jennifer Miller, Communications Manager, Yosemite Conservancy  
 Noel Morrison, Marketing Manager, Yosemite Conservancy  
 Dom Moreci, Principal and Creative Director, Plumblin Studios, Inc.

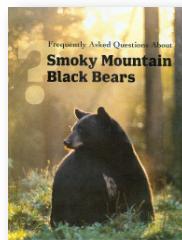
### General Interest Publications

#### Winner

#### Frequently Asked Questions about Smoky Mountain Black Bears

Great Smoky Mountains Association

Courtney Lix, author  
 Steve Kemp and Kent Cave, editors  
 Karen Key, designer  
 Bill Lea, Principal Photographer



*Judges' comments:* Provides a nice balance between natural, cultural, and the agency perspective. Visually luscious Q&A book that provokes emotions and expands knowledge without being heavy-handed. Numbered questions asked about Bears, is a really neat way of giving out information!

#### Honorable Mentions

#### Klondike Gold Rush National Historical Park

Alaska Geographic

Alaska Geographic

Klondike Gold Rush National Historical Park

#### Gulf Islands National Seashore

Eastern National

Gail Bishop, Gulf Islands National Seashore  
 Gulf Islands Interpretive Staff  
 Eastern National Publications Department

### APPL Members Celebrating Milestone Anniversaries

Rocky Mountain Nature Association	80 years
Zion Natural History Association	80 years
Black Hills Parks and Forests Association	65 years
Glacier Association	65 years
Everglades Association	60 years
Theodore Roosevelt Nature and History Association	60 years
Big Bend Natural History Association	55 years
Cabrillo National Monument Foundation	55 years
Intermountain Natural History Association	55 years
Bryce Canyon Natural History Association	50 years
Hawaii Natural History Association	50 years
Jefferson National Parks Association	50 years
Eastern Sierra Interpretive Association	40 years
Harpers Ferry Historical Association	40 years
Friends of Acadia	25 years
Glen Canyon Natural History Association	25 years
Golden Gate National Parks Conservancy	20 years
Public Lands Interpretive Association	20 years
Friends of Big Bend National Park	15 years
Mount St. Helens Institute	15 years
Tahoe Heritage Foundation	15 years
The Encampment Store	5 years

### 2011 Judges

Marc Blackburn Park Ranger National Park Service	Karin Hostetter Writer/Interpretive Trainer Interpret This
Paula Degen Project Coordinator Chesapeake Bay Gateways Network	Stephanie Markgraf Exhibits Production National Air and Space Museum
Cheryl Hazlitt Interpretive Planner US Forest Service	Glenda Franich Fish & Wildlife Service Branch of Visitor Services and Communication
Evie Kirkwood Director St. Joseph County Parks, IN	Ron Long Marketing Division KC Publications
Nadine Meyer Education Specialist MN Dept. of Natural Resources	Adrienne Marek Consultant Montgomery County Public Schools, MD
Tom Mullin Assistant Professor Unity College, ME	Deb Tewell Events Coordinator National Association for Interpretation
Will Reding Interpretive Naturalist Rent a Rambling Naturalist	Jane Rohling Principle Communication Arts
Judy Fort Brenneman Greenfire Creative L.L.C.	

### Acknowledgements

Trophies – Geographic Locations International  
 APPL Excellence Award – Specialty Incentives  
 Digital Imaging – MGCD Productions  
 Awards Coordinator – Cynthia Donaldson

Program printed in kind by



GLOBAL INTERPRINT  
 your creation. our implementation.