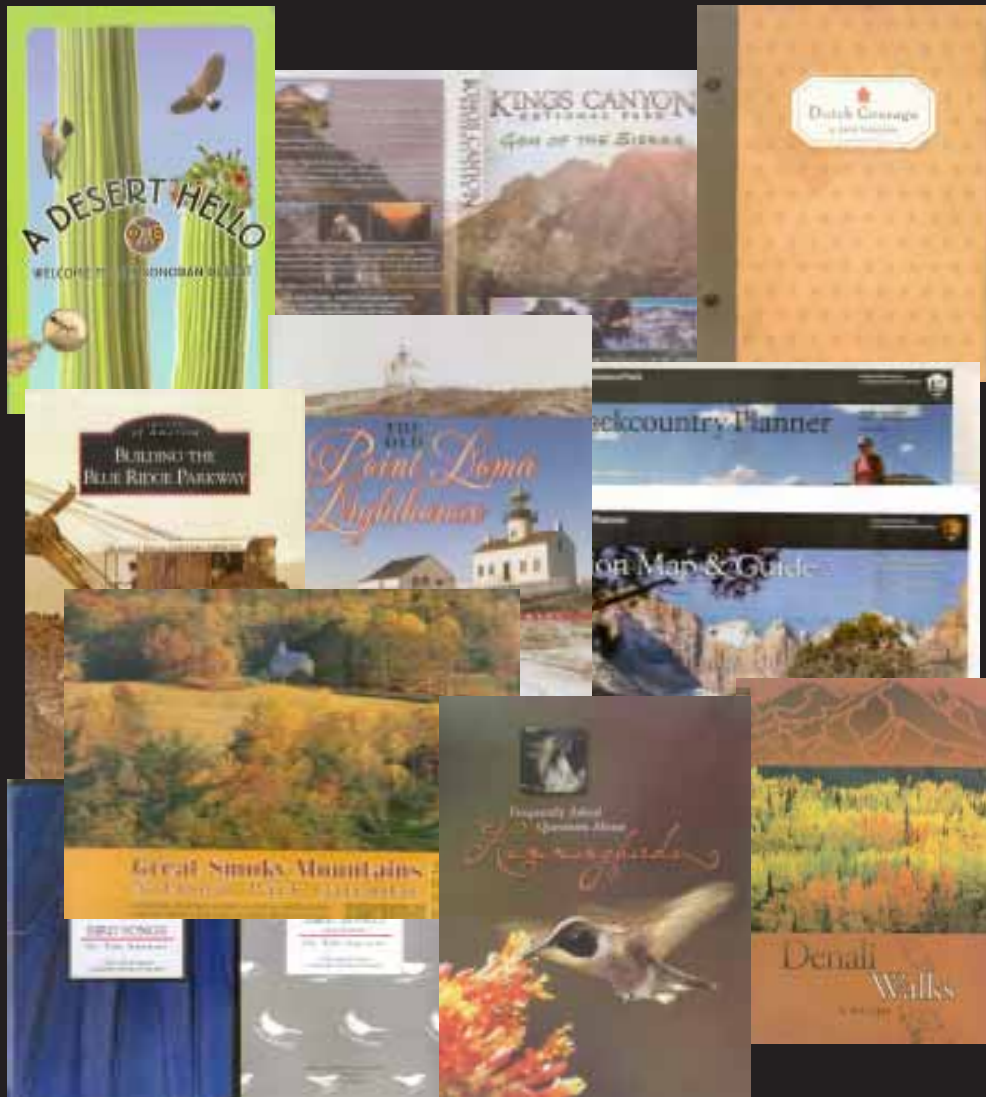


Association of Partners for Public Lands

2008 Media and Partnership Awards



About the Competition

The Association of Partners for Public Lands is pleased to present its 2008 Media and Partnership Awards in Denver, where our convention theme, *Going the Extra Mile: Embracing the Future*, explores the changing demographics, technology developments, and challenges that are impacting the way nonprofits and their agency partners plan for tomorrow.

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 innovative and forward thinking efforts truly "go the extra mile" to enable visitors to understand, appreciate and care for America's public lands.

Thirty-four organizations from across the United States submitted 109 entries in 14 categories to this year's competition. Twenty-two 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 L. Asbury
APPL Executive Director

Charles A. Money
APPL President

Awards Sponsored in Part by



Awards

Trophies - Betty Risser, Geographic Locations International
APPL Excellence Award - Gene Gillette, Specialty Incentives

Awards Bulletin

Digital Imaging - MGCD Productions
Bulletin Production - Cynthia Donaldson

APPL Excellence Award

This year's top honor was chosen from among the 12 category winners for the APPL Excellence Award. This project, winner of the Theme category, went the extra mile in quality and variety. The judges felt the **Grand Canyon Adventure Board Game** was well thought out, incredibly interpretive with a good safety message, and "outside the box" of the usual theme entries. This game is an ongoing learning experience and fun reminder of a visit to the Grand Canyon.



Congratulations to Grand Canyon Association for developing this award winning entry.

Complimentary Publications

Winner

Park Adventures

Golden Gate National Parks Conservancy

Michael Hsu - Communications & Editorial Coordinator

George Durgerian - Park Ranger, National Park Service

Judges' comments: *strong design, conveys vibrant nature of park, very useful, well-done piece, a standout among free park handouts, provides reader a variety of opportunities to connect to the resource*



Honorable Mentions

Shenandoah Overlook

Shenandoah National Park Association

Joanne Amberson - Editor

Claire Comer - Editor

Neal Lewis - Layout and Design

Zion National Park Map & Guide

Zion Natural History Association

Tom Haraden - Zion National Park Assistant Chief of Interpretation

Ron Terry - Zion National Park Chief of Interpretation

Lyman Hafen - Zion Natural History Association Executive Director

Non-Partner Published Books

Winner

Night of the Black Bear: A Mystery in Great Smoky Mountains National Park
Great Smoky Mountains Association

Gloria Skurzynski - Author
Alane Fergusin - Author
Kim Delozier - Afterword
David M. Seager - Cover Design
National Geographic Society - Publisher



Judges' comments: *engaging way to foster stewardship, mystery based on nature and man's intervention in nature is great idea, like the cover*

Honorable Mention

Images of America: Building the Blue Ridge Parkway
Friends of the Blue Ridge Parkway

Karen J. Hall - Friends of the Blue Ridge Parkway
Susan Jackson Mills, Ph.D. - Executive Director, Friends of Blue Ridge Parkway
Arcadia Publishing - Publisher

Partnership Program or Project

Winner

Alcatraz Visitor Experience Enhancement Project
Golden Gate National Parks Conservancy

Marien Coss - Project Architect
Nicki Phelps - Audio & Cellhouse Tour Direction
Robert Lieber - Museum Store & Artifact Direction
Glen Angel - Construction Direction

Judges' comments: *Almost unique among entries, incorporates retail as a fundamental part of the interpretive program, extensive project with aesthetically pleasing additions to enhance visitor experiences, design of entire experience is superior*



Honorable Mention

ActiVets Program

Big Bend Natural History Association

Mike Boren - Executive Director, Big Bend Natural History Association

Carol Crum - President, Brazos Film & Video

Greg Henington - President, Far Flung Outdoor Center

Jerry Shafer - General Manager, Chisos Mountains Lodge

Publication - General Interest

Winners

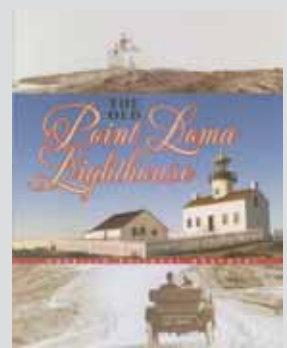
The Old Point Loma Lighthouse

Cabrillo National Monument Foundation

F. Ross Holland - Author

Paula Degen - Editor

Amanda Summers - Design



Judges' comments: *nicey balanced book with compelling text, nice illustrations, attractive design, good mix and use of visuals, excellent in printing on recycled paper*

Mesa Verde: The Living Park

Mesa Verde Museum Association

Lawrence Cheek - Author

Elizabeth Green - Editor

Tessy Shirakawa - National Park Service Project Liaison

Tracey Chavis - Mesa Verde Museum Association Project Manager



Judges' comments: *nice cover design, very attractive, great synthesis of current scholarship, enjoyable narrative*

Dutch Courage

Yosemite Association

Jack London - Author

Gerald Haslam - Introduction

Larry Duke - Illustrator

Yosemite Association - Publisher



Judges' comments: *beautiful illustrations and binding, the best in type, design and printing, great book, innovative partnership idea*

Honorable Mentions

Condors of Canyon Country

Grand Canyon Association

Sophie A.H. Osborn - Author

Todd Berger - Editor

Chugach National Forest: Legacy of Land, Sea and Sky

Alaska Geographic

Andromeda Romano-Lax - Author

Chris Byrd - Design

Kathy Lepley - Illustrations

Lisa Oakley - Project Manager

Frequently Asked Questions About Hummingbirds

Western National Parks Association

Rose Houk - Author

Abby Mogollon - Editor

Dawn Devries Sokol - Design

Pearl Harbor

Arizona Memorial Museum Association

Ernest Arroyo - Author, President, The Pearl Harbor History Associates

Visitor Guides

Winner

Denali Walks

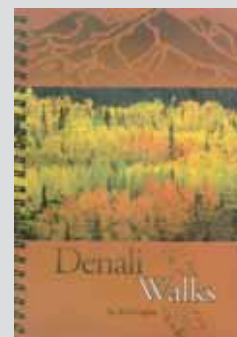
Alaska Geographic

Kris Capps - Author

Chris Byrd - Maps & Design

Martha Bistrow - Editor

Lisa Oakley - Project Coordinator



Judges' comments: *very charming and useful product, maps are easy to read, descriptions are engaging, straightforward and succinct, preservation messages well-stated*

Honorable Mentions

Hiking the Appalachian Trail Thru Great Smoky Mountains National Park

Great Smoky Mountains Association

Steve Kemp - Author

George Minnigh - Author

UT Cartography - Cartography

Christina Watkins & Amanda Summers - Design and Production

The Best of Bear Lake Country: A Rocky Mountain National Park Insider's Guide

Rocky Mountain Nature Association

John Gunn - Publications Director, Rocky Mountain Nature Association

Ann Green - Book Design

Nancy Wilson - Publications Assistant, Rocky Mountain Nature Association

Rick Prucha - Ranger Naturalist, Rocky Mountain National Park

Marketing/Promotional Materials

Winner

Report to the Community 2007 Annual Report

Golden Gate National Parks Conservancy

L Studio - Design

Michael Venera - Principal Photographer

Judges' comments: *great photos and design, excellent, information well organized, really invites members to become actively involved, a worthy goal for all non-profits*



Honorable Mentions

ActiVets - Healing the Wounds of War with Wilderness

Big Bend Natural History Association

Mike Boren - Executive Director, Big Bend Natural History Association

Carol Crum - President, Brazos Film & Video

Greg Henington - President, Far Flung Outdoor Center

Jerry Shafer - General Manager, Chisos Mountains Lodge

Alaska Natural History Institutes Marketing Packet

Alaska Geographic

Alaska Natural History Institutes

Gateways

Golden Gate National Parks Conservancy

David Shaw - Director of Communications

Michael Hsu - Communications & Editorial Coordinator

Greg Moore - Executive Director

Kathryn Morelli - Director of Development

Bill Prochnow - Design Director

Theme Related Items

Winner

Grand Canyon Adventure Board Game

Grand Canyon Association

Bronze Black - Creator/Designer

Pam Frazier - Project Coordinator

Judges' comments: *Amazing work with high levels of visitor engagement and education, I would play this with my family*



Honorable Mentions

Great Smoky Mountains National Park 2008 Calendar

Great Smoky Mountains Association

Joey Heath - Design & Illustration

Steve Kemp - Editor

Jerry Whaley - Photography

Quinnessentials/Regal - Printing

Discover Alaska Collection Postcard Stickers

Alaska Geographic

Chris Byrd - Design

Jill Brubaker - Editor

Audio/Visual

Winner

Kings Canyon National Park - Gem of the Sierra

Sequoia Natural History Association

Chris Blum, Aperature Films - Film Design

Malinee Crapsey - National Park Service Project Manager

Mark Tilchen - Sequoia Natural History Association Project Development



Judges' comments: *commendable and exemplary, photography and film editing are excellent, well done park intro film, great extra features help lend sense of place and people, high quality*

Honorable Mentions

Sand to Summit: Great Sand Dunes National Park and Preserve

Western National Parks Association

Sonny Hutchinson, Great Divide Pictures - Producer & Director

Friends of the Dunes & Western National Parks Association - Funding

Carol Sperling - National Park Service Project Coordinator

Chris Anderson, Director of Marketing - WNPA Project Coordinator

Bird Songs of the Smokies

Great Smoky Mountains Association

Dr. Fred J. Alsop III - Script

Mark Dunaway - Recording

Carey Jones - Narration

Karen Key - Package and Booklet Design

Multi-Media Program or Project

Winner

www.smokiesinformation.org

Great Smoky Mountains Association

Caroly Jourdan - Webmaster

Steve Kemp - Interpretive Products & Services Director

Tom Harrington - Park Volunteer

Kim Delozier - National Park Service Wildlife Biologist



Judges' comments: *rarely have I seen such an outstanding site, levels of interaction, information and engagement are outstanding, effectively uses blogs, podcasts, and Flash programming*

Honorable Mentions

www.parksconservancy.org

Golden Gate National Parks Conservancy

Mark Pothier - Web Manager

Michael Hsu - Communications & Editorial Coordinator

www.ptreyes.org

Point Reyes National Seashore Association

Gary Knoblock - PRNSA Executive Director

Scott Wolland - PRNSA Environmental Education Director

Jeremy Newkirk - Taproot Foundation Project Director

Lin Ong - Graphic Designer

Education Program or Project

Winner

2007 “Super-Sized” Junior Ranger Program

Great Smoky Mountains Association

Cathleen Cook - Chief, Resource Education

Karen Ballentine - Education Coordinator

Lisa Horstman - Illustration & Design

Steve Kemp - Editor



Judges’ comments: *creatively illustrated and laid out books, program very clearly thought out, liked the small fold-out checklist of ranger programs, great overall package, liked age group breakdowns*

Honorable Mention

Children in the Outdoors Environmental Education

San Bernardino National Forest Association

Jeanne Wade Evans - San Bernardino National Forest

Michael Jasberg - Vice President, Mitsubishi Cement Corp

Scott Bohlender - Assistant Superintendent, RIM of the World Unified School District

Charles Tobin - Vice President, Burrtec Waste Industries

Dave Barrie - The Sierra Club, Lake Arrowhead, California

Children's Media

Winner

A Desert Hello: Welcome to the Sonoran Desert

Western National Parks Association

Paul Mirocha - Illustrator
Abby Mogollon - Author
Nancy Campana - Design

Judges' comments: *age appropriate, sweet book, educational, informative, high quality book, intricate art yet simple design*



Honorable Mention

Saguaro Height Chart

Western National Parks Association

Paul Mirocha - Illustrator
Abby Mogollon - Editor
Nancy Campana - Design

Commemorative Program or Project

Winner

Pearl Harbor 65th Anniversary Symposium

Arizona Memorial Museum Association

Arizona Memorial Museum Association
National Park Service
Pearl Harbor Survivors Association

Judges' comments: *clearly defined project purpose, presenters represented a diversity of views and perspectives, highly successful in creating an effective memorial/remembrance, very high impact*



Honorable Mention

Pearl Harbor Day Commemoration: A Nation Remembers 1941-2006

Arizona Memorial Museum Association

Arizona Memorial Museum Association
National Park Service
United States Navy
National Pearl Harbor Survivors Association

Judges

Marc Blackburn
Park Ranger
Nez Perce NHS, NPS

Adrienne Booth
Training Specialist
Texas Parks & Wildlife

Paula Degen
Project Coordinator
Chesapeake Bay Gateways Network

Cheryl Hazlitt
Interpretive Planner
US Forest Service

Evie Kirkwood
Director, St. Joseph County Parks, IN

Sallie Lowenstein
Author/Illustrator/Book Designer

Nadine Meyer
Education Specialist
MN Dept. of Natural Resources

Michael Bento
Sakonnet Group LLC

Tom Mullin
Assistant Professor
Unity College, ME

Will Reding
Interpretive Naturalist

David Romanowski
Writer/Editor
National Air and Space Museum

Deb Tewell
Sales & Events Manager
National Association for
Interpretation

KC DenDoovan
Publisher
The Story Behind the Scenery

Kitty Patterson
Owner, Creative Director
Graphics & Design

Rebecca Wiles
Concessions Interpretive Specialist
NPS

Holly Baker
Park Interpreter
Zion NP, NPS

Robert Hinkle PhD
Chief of Outdoor Education
Cleveland Metroparks

Doug Knudson
President
Old Spanish Trail Association

Jane Rohling
Writer, Graphic Artist,
Interpretive Planner

Ken Wilk
Park Ranger
US Army Corps of Engineers

Bill Weldon
Manager of Program
Development
Colonial Williamsburg
Foundation

Duncan Rollo
Principle
Back Story Tours