

# 2018 PARTNERSHIP AWARDS

## *Celebrating the Best in Public Lands Partnerships*

### **About the Partnership Awards**

The Public Lands Alliance Partnership Awards Program recognizes individuals, organizations, publications, products, programs and services that embody leading edge achievements in the preservation of public lands and the enrichment of visitors.

This program recognizes excellence in public lands partnerships, innovative solutions to challenges and outstanding programs and events that enhance the visitor experience on public lands.

Since 2003, the Public Lands Alliance (PLA) has led this program to celebrate public lands partners. The award program categories include:

- Agency Leadership
- Corporate Stewardship
- Public Lands Partners
- Innovative Product of the Year
- Outstanding Public Engagement
- Publication of the Year

Award Winners and Honorable Mentions are selected by a volunteer awards committee and the PLA Board of Directors, and announced at the PLA annual convention and trade show.

All public lands nonprofit organizations, affiliated companies and agency partners are welcome to submit entries to this program, regardless of membership, corporate partnership or affiliation.

As the national organization for public lands nonprofits, PLA welcomes entries from a diverse range of partners supporting national forests, parks, recreation areas, refuges, state and local parks and other public lands.

### **2018 Award Winners and Honorable Mentions**

The 2018 Partnership Awards received 71 entries from 49 organizations, companies and government employees. In total, PLA presented 13 Award Winners and 13 Honorable Mentions, plus one popular vote winner at the 2018 Convention and Trade Show in Palm Springs, CA on February 28, 2018.

Congratulations to this year's recipients for their exceptional efforts to communicate the value of our public lands. Thank you to all those who submitted to this program, who volunteered their time to evaluate entries and who joined us in Palm Springs to celebrate public lands partnerships.

# 2018 Award Winners and Honorable Mentions

## Agency Leadership Award

This award recognizes a public land management agency employee for outstanding accomplishments in championing, cultivating and leading partnerships. The award is presented to an individual currently employed by a federal or state public land management agency.

This year, the program recognized two individuals:

### **Marty Hornick, Inyo National Forest** **Nominated by Friends of the Inyo**

For more than a decade, Marty Hornick has consistently supported and advocated for programs on the Inyo National Forest with Friends of the Inyo. As Forest Trail Program Coordinator, Mr. Hornick helped Friends of the Inyo to coordinate and implement a two-year project to restore the Convict Lake Trail, one of the most popular trails on the Inyo National Forest and one of the only trails on the Forest that offers ADA-access. Throughout his career, Mr. Hornick has worked to connect partner groups with one another, focusing particularly on bringing together groups with disparate missions and helping them to overcome conflicts in order to cooperate on stewardship projects that benefit all.



### **Jeff Mow, Glacier National Park** **Nominated by Glacier National Park Conservancy**

At Glacier National Park, Superintendent Jeff Mow has placed an emphasis on the importance of community collaboration in the face of increasing visitation, invasive species, dwindling budgets, climate change and wildfires. Since 2013, his leadership and focus on community collaboration has helped position the Conservancy to increase funding for the park by more than 400%. In July 2017, Glacier also became the first destination park in the West to host one million visitors in a single month.



In 2016, Jeff reestablished an annual blessing ceremony with the Blackfoot Tribe to commemorate the opening of the Going-to-the-Sun Road. This effort encouraged goodwill between the park and the Blackfoot Tribe, which had been tumultuous over the years.

In August of last year, the Sprague Fire decimated the historic Sperry Chalet in the park. Less than 24 hours after the fire, Jeff called on the Conservancy for urgent assistance resulting in more than \$120,000 being raised for an emergency assessment and stabilization of the chalet. Superintendent Mow has been with Glacier for just four years but he has responded to the park's wide range of needs through leadership and commitment to partnership.

# 2018 Award Winners and Honorable Mentions

## Corporate Stewardship Award

This award recognizes a company that has demonstrated exceptional achievement to enhance the quality of the visitor experience in America's public lands. It is presented to a company that has made an impact through activities like product development, cause marketing and philanthropic support.

This year, the program recognized two companies:

### Canon USA, Inc.

Nominated by Yellowstone Forever



Since 1995, Canon has been the single largest funder of wildlife conservation and research in Yellowstone National Park. Through its partnership with Yellowstone Forever, Canon provides Yellowstone's scientists with resources to study, evaluate and share America's national treasure with visitors, students and park enthusiasts. Their generous commitment to Yellowstone over the past two decades has totaled over \$7 million in charitable contributions.



Through Canon's partnership with Yellowstone Forever, they provide park biologists with state of the art equipment to study wildlife. This photo shows a unique view of predator-prey interaction in the park, captured through a donated Canon camera.

## New Belgium Brewing Company Nominated by Friends of the Smokies



A partner of Friends of Great Smoky Mountains National Park for the past two years, New Belgium Brewing Company has provided support to the Friends group through collaboration, fundraising event support, marketing and financial contributions.

In 2017, New Belgium Brewing partnered with the Friends of the Smokies for their largest North Carolina fundraiser, the Gran Fondo Asheville cycling event. As a result, New Belgium Brewing helped raise \$30,000 for projects and programs in the park.



Gran Fondo Asheville 2017 Event. Photo by Jason Calderon.

# 2018 Award Winners and Honorable Mentions

## Public Lands Partner Award

This award recognizes an exemplary partnership for a stunning achievement to protect and preserve our public lands and enhance the experiences of their visitors and users. The award is presented to both the nonprofit and agency partners for their shared achievements.

This year, the program recognized four recipients and their partners:

### The Corps Foundation and the U.S. Army Corps of Engineers



As an all-volunteer organization, the Foundation serves as an umbrella group for USACE cooperating associations, they assist in partnership and volunteer training for USACE staff and raise funds to support USACE sites. Through campaigns such as their “Life Jackets Worn... Nobody Mourns” campaign, they have helped educate recreationalists about the importance of self-rescue by wearing safety gear.

## Golden Gate National Recreation Area, Golden Gate National Parks Conservancy and Fort Mason Center for Arts & Culture



Since 1972, the Golden Gate National Recreation Area has steadily grown in size to protect the Bay Area, and now totals more than 80,000 acres and welcomes around 15 million visitors each year.

The Tamalpais Lands Collaborative (TLC) is a cross-jurisdictional partnership of the National Park Service, California State Parks, Marin Municipal Water District, Marin County Parks and the nonprofit Golden Gate National Parks Conservancy to steward Mt. Tamalpais—an iconic mountain in Marin County, CA. Now in its fourth year, the collaborative has provided invaluable program offerings for youth, expanded volunteer opportunities and ways for the community to engage with projects and initiated new conservation science efforts across the mountain.

Over its 40 years, Fort Mason Center for Arts & Culture has served the community with access to arts and culture events and classes that reflect the diverse audience of the Bay Area and its visitors.

This award reflects the diverse range of partnerships working with the recreation area and the phenomenal outcomes they make possible in the Bay Area.

# 2018 Award Winners and Honorable Mentions

## Public Lands Partner Award

### Friends of Cardiff and Carlsbad State Beaches and California Department of Parks and Recreation

Friends of Cardiff and Carlsbad State Beaches is a Cooperating Association partner with the California Department of Parks and Recreation in the North Coastal Sector of San Diego. Through their landfill diversion and recycling project, this nonprofit helped increase the State Parks landfill diversion rate by 36%. They engaged over 625,000 visitors in the conversation and helped divert 474 tons of recyclables from the landfill in 2015 and 2016.



### Colorado Plateau Dark Sky Cooperative, the University of Utah and the National Park Service

The Colorado Plateau Dark Sky Cooperative links communities, tribes, businesses, state agencies, federal agencies and citizens in a collaborative effort to celebrate our view of the cosmos, minimize the impact of outdoor lighting and preserve natural darkness in the Colorado Plateau.



Since 2013, the cooperative has worked closely with local municipalities, tourism offices, advocacy groups, land managers, and other partners, resulting in more than 10 new International Dark Sky Parks and Communities, and it has trained guides and outfitters to engage more than 40,000 participants on outdoor trips each year.



Goblin Valley State Park in Utah. Photo Credit: Bettymaya Foott

# 2018 Award Winners and Honorable Mentions

## Innovative Product of the Year

This award recognizes an interpretive product created in partnership by a nonprofit organization and a land management agency that embodies a path-breaking approach to achieve a public lands mission.

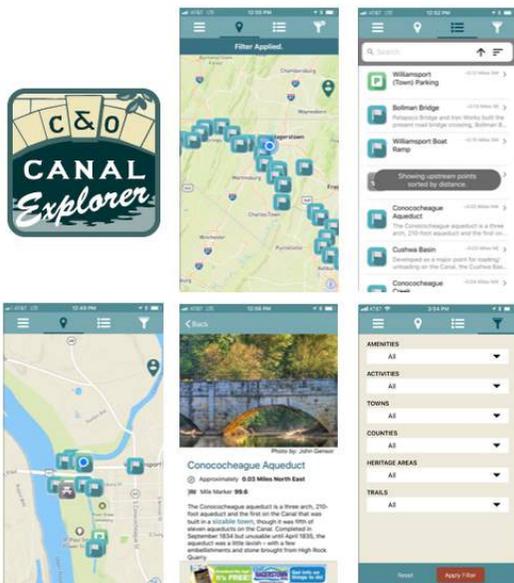
This year, the program recognized one Award Winner and three Honorable Mentions:

### Award Winner

## C&O Canal Explorer Mobile App by C&O Canal Trust

The C&O Canal Explorer mobile app was developed at the request of the C&O Canal National Historical Park to help fill a gap in staffing. This mobile app helps the park's 4.8 million yearly visitors explore the 184.5-mile-long Park with both way-finding and interpretive content.

In the words of our judges: ‘This mobile app incorporates both beautiful photos and design. It’s easily accessible, no matter where you start your tour and is an excellent use of multiple partners, each bringing their own expertise to tell the story.’”



### Honorable Mention

## Parks Project Conservancy Collaborations by Parks Project



### Honorable Mention

## Mesa Verde Voices Podcast by Mesa Verde Museum Association



### Honorable Mention

## Presidio Of San Francisco Map Tray by Golden Gate National Parks Conservancy



# 2018 Award Winners and Honorable Mentions

## Outstanding Public Engagement

This award recognizes exemplary products, displays, programs or services created in partnership by a nonprofit organization and a land management agency that advance meaningful and sustainable connections between individuals and America's public lands.

There are two sub-categories for Outstanding Public Engagement.

- Product or Display includes guides, brochures, reports, kiosk displays and apps that enrich the visitor experience.
- Program or Service includes educational sessions, lectures, projects and outreach initiatives that also engage visitors with public lands.

This year, the program recognized one Award Winner and two Honorable Mentions for Outstanding Public Engagement, Product or Display:

### Award Winner

**Your Forests. Your Future**  
by Salmon Valley Stewardship and U.S. Forest Service



The Your Forests Your Future web platform launched a multimedia approach to address a disconnect between public lands management and public lands

stakeholders. Through this platform, site visitors are invited to Learn, Explore and Listen in ways that pique interest in the sometimes tiresome topic of public lands planning.

In the words of our judges: “The website is innovative, thoughtful, and speaks to the mission of the partners, while appealing to the general visitor. This website recognizes that partnerships are what make projects successful.”

### Honorable Mention

**Colorado National Monument 1st Edition Bike Jersey**  
by Colorado National Monument Association



### Honorable Mention

**2017 Report To The Community**  
by Golden Gate National Parks Conservancy



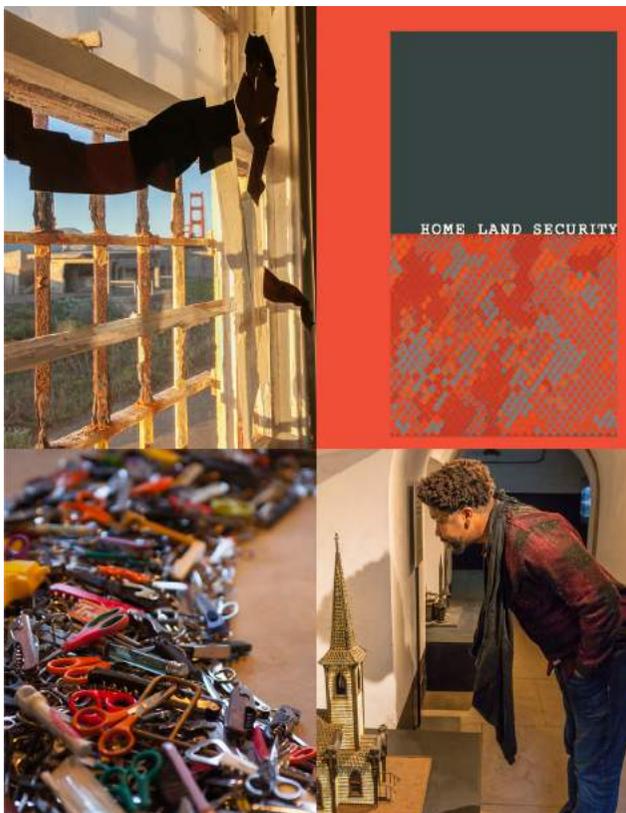
# 2018 Award Winners and Honorable Mentions

## Outstanding Public Engagement

This year, the program recognized one Award Winner and two Honorable Mentions for Outstanding Public Engagement, Program or Service:

### Award Winner

**Home Land Security**  
by Golden Gate National Parks Conservancy



A partnership between the FOR-SITE Foundation, the National Park Service, Presidio Trust and Golden Gate National Parks Conservancy, this exhibition explores themes of “home,” “borders,” “nation,” and “defense” and was evocatively situated within historic batteries and former military facilities in and around Fort Winfield Scott on the Presidio bluffs.

In the words of our judges, “This exhibition is wonderful and timely in our current political climate. It ties public lands, immigration and current events

to the past. It is a catalyst for thought and discussion in the best possible way. For its relevance, timeliness, public engagement, accessibility, strong partnerships and creative matching of art and place, Homeland Security is outstanding.”

### Honorable Mention

**2017 Solar Eclipse Events At Great Smoky Mountains National Park**  
by Great Smoky Mountains Association



### Honorable Mention

**Conservation Corps Programs**  
by Rocky Mountain Conservancy



# 2018 Award Winners and Honorable Mentions

## Publication of the Year

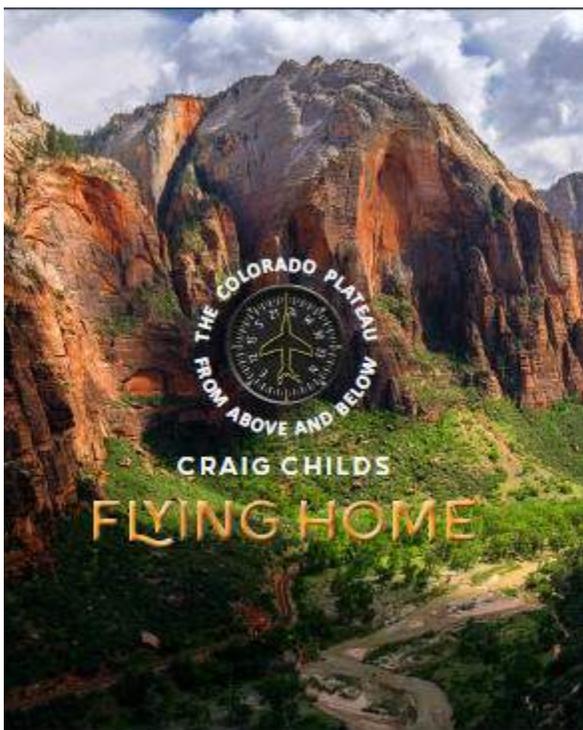
This award recognizes a book or other publication created in partnership by a nonprofit organization and a land management agency that embodies innovation in educating and interpreting public lands to its readers and impacts a substantial audience.

Two awards are granted for this category. One is granted to a nonprofit whose gross revenue is less than \$1.5 million per year and one is granted to a nonprofit whose gross revenue is more than \$1.5 million per year.

For nonprofits with less than \$1.5 million per year gross annual revenue, the program recognized one Award Winner and two Honorable Mentions:

### Award Winner

## Flying Home, The Colorado Plateau From Above And Below by Peaks, Plateaus & Canyons Association



As Peaks, Plateaus & Canyons Association determined that continuing to publish their “Sojourns” magazine twice yearly was too great a financial burden, they looked for a way to bring a fitting end to their 12 year-long project. They determined that the main unifying factor for all of the members on the Colorado Plateau was water, and they worked with local author Craig Childs, who has written several books on water in the West, to help.

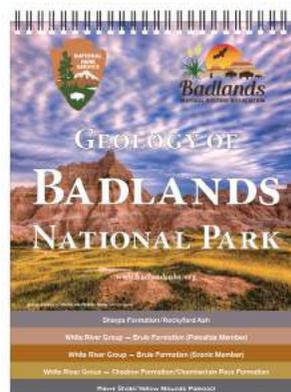
Childs participated in a very unique trip flying all over the Colorado Plateau in a 1946 fabric-winged airplane and he allowed PPCA to publish the story of this trip.

With help from their members and partner agencies, they filled the book with stunning photos and illustrations. The view of the Colorado Plateau from the air illustrates common lands in ways that are unattainable from the ground.

In the words of the judges, “This publication is an inspiring combination of theme, beautiful voice and remarkable photos. It’s a testament to the value of these and other public lands. It is such a beautiful way to see the Colorado Plateau.”

### Honorable Mention

## Geology Of Badlands National Park by Badlands Natural History Association

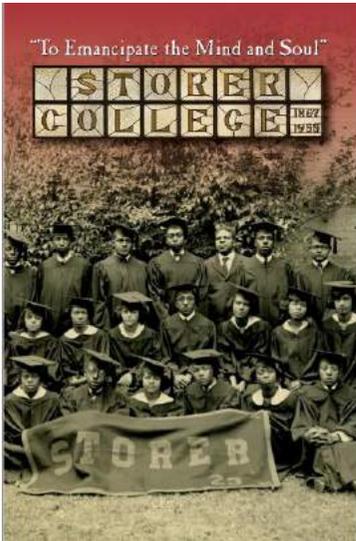


# 2018 Award Winners and Honorable Mentions

## Honorable Mention

### **'To Emancipate The Mind And Soul': Storer College 1867-1955**

by Harpers Ferry Historical Association



Acadia National Park celebrated its Centennial in 2016, the same year as the National Park Service. This coffee-table book features Tom Blagden's photographs, along with essays by leading writers, including Friends of Acadia President David MacDonald, and former President of the National Park Foundation David Rockefeller Jr. who helped define the inspirational power of the park and the spiritual effect it has on visitors and area residents alike.

In the words of the judges, "The stunning photography, carefully crafted essays by a variety of people who are intimate with the park and the design and production quality all contribute to a product which is "high-end" from start to finish. Each page communicates the beauty of Acadia—its places, hours and seasons. It is simply majestic."

## Publication of the Year

For nonprofits with greater than \$1.5 million per year gross annual revenue, the program recognized one Award Winner and four Honorable Mentions:

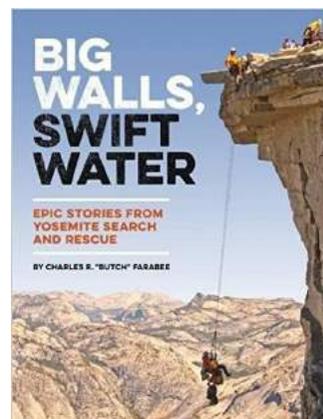
### Award Winner

### **Acadia National Park: A Centennial Celebration by Friends Of Acadia**



### Honorable Mention

### **Big Walls, Swift Waters: Epic Stories From Yosemite Search And Rescue by Yosemite Conservancy**



# 2018 Award Winners and Honorable Mentions

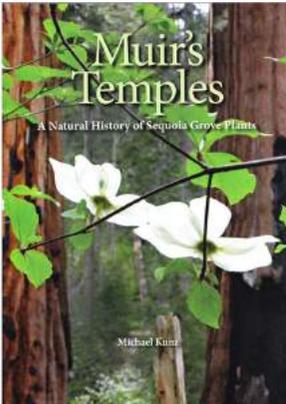
## Honorable Mention

### Mister Magnificent's Magical Merrimack Adventure by Eastern National



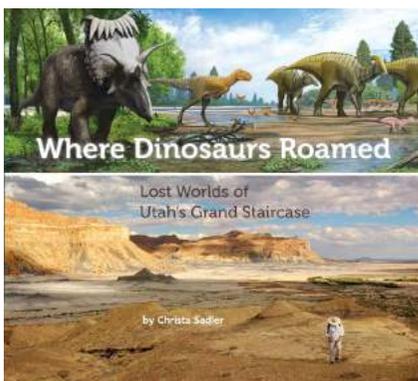
## Honorable Mention

### Muir's Temples: A Natural History Of Sequoia Grove Plants by Sequoia Parks Conservancy



## Honorable Mention

### Where Dinosaurs Roamed, Lost Worlds Of Utah's Grand Staircase by Glen Canyon Natural History Association



## Partners Choice

The Partners Choice Award is a fun opportunity for the public to vote online for their favorite submission to the Innovative Product of the Year, Outstanding Public Engagement of the Year and Publication of the Year categories. Only one overall winner with the most votes is recognized as the Partners Choice Award Winner.

More than 3,000 votes were tallied for 2018's online round of voting. Applicants were encouraged to share the opportunity with their networks and the Partners Choice voting page was viewed more than 16,800 times.

## Award Winner

### Trails Forever by Friends of the Smokies



The Trails Forever program funds a full-time trail crew to reconstruct and rehabilitate some of the most impacted trails in the Great Smoky Mountains National Park. Hundreds of volunteers have given their time and effort to improve park trails through public workdays, alternative spring breaks and corporate service days, thanks to this program.

# 2018 Award Winners and Honorable Mentions

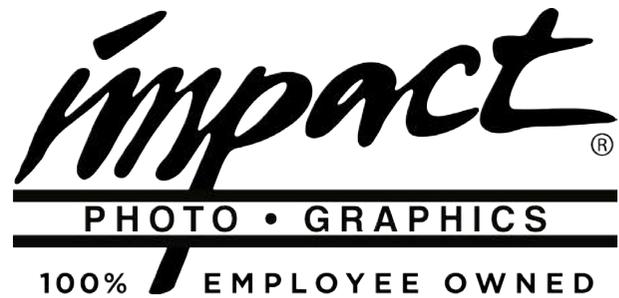
Thank you to the PLA Board of Directors for evaluating nominations to the Agency Leadership, Corporate Stewardship and Public Lands Partner categories and to the awards committee for evaluating entries to the Innovative Product of the Year, Outstanding Program of the Year and Publication of the Year categories.

## 2018 Partnership Awards Committee

Linda Appanaitis  
Paula Degen  
Elizabeth Fien  
Jan Lynch  
Tom Mullin  
Rika Nelson  
Kim Olsen  
Debbie Piscitelli  
Lloyd Greer Price  
Phil Zuckerman

No member of the awards committee participated in evaluating entries for which their organizations or companies submitted to this year's program.

## Thank You to Impact Photographics



For over 35 years, Impact Photographics has been bringing nature's beauty to the world through the art of photography. Impact has gained its reputation for excellence by combining beautiful images by world renowned photographers with the highest product quality materials and workmanship.

Impact Photographic's support gave PLA the opportunity to promote this program, manage the submission of entries, raise awareness about the work of public lands partners and grant customized award plaques to this year's Award Winners.

**We thank Impact Photographics for supporting this program and for their commitment to the public lands community.**



Peaks, Plateaus & Canyons Association pose with their award for Publication of the Year.