

2022

Association for
Conservation Information

AWARDS RESULTS

Annual Conference hosted by the
Nevada Department of Wildlife

Stateline, Nevada
July 24-27, 2023

Compiled by Beth Quillian, Awards Co-Chairperson
(beth.s.quillian@odfw.oregon.gov) and Chris Martin, Awards
Co-Chairperson (christopher.martin1@wyo.gov)



Audio/Video Categories

Audio Program or Podcast

First Place

Score: 85.67

MISSOURI DEPARTMENT OF CONSERVATION

Nature Boost: The Ancient Art of Falconry

Second Place

Score: 83.67

ARIZONA GAME AND FISH DEPARTMENT

Wild About Arizona: Arizona's Wildlife Viewing Opportunities

Third Place

Score: 83.33

NEW HAMPSHIRE FISH AND GAME DEPARTMENT

On the Nature Trail: Common Redpoll

Maximum Score: 100

Low Score: 69.33

Judges:

Cory Chandler

Cory Chandler is Deputy Communications Director for Texas Parks and Wildlife Department, where he is responsible for providing strategic oversight across the department's primary communication channels, including the Press Office, social media, marketing, Texas Parks & Wildlife magazine and PBS series. Before joining Texas Parks and Wildlife, Cory was external communications manager for the Texas Comptroller of Public Accounts. He started out as the education and state politics reporter for the *Midland Reporter-Telegram* and the city reporter for the *Lubbock Avalanche-Journal*, and built his skills in public relations and marketing at Texas Tech University where he served as the senior editor for the Office of Communications & Marketing, the Marketing Supervisor for the Office of Admissions and the Communications Coordinator for Texas Tech School of Law. Cory has a Bachelor of Arts degree in Print Journalism and a Master of Arts in Strategic Communication & Innovation from Texas Tech University. He lives in Seguin, Texas with his wife and two children.

Stephanie Garcia

N/A

Dan Dennison

After a 40-year-long career as a television reporter, photographer, and news director, Dan joined the Hawaii Dept. of Land and Natural Resources, as Senior Communications Manager in 2014. He travels Hawaii by plane, helicopter, boat, jet ski, on foot and snorkeling to capture the highly visual and amazing stories of the conservation work conducted by staff of the agency.

Recurring Video Program

First Place

Score: 198.33

TEXAS PARKS AND WILDLIFE DEPARTMENT

Texas Parks & Wildlife

Second Place

Score: 196.00

KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES

Kentucky Afield

Third Place

Score: 193.00

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Outdoor Oklahoma

Maximum Score: 200

Low Score: 163.33

Judges:

Peter Adams

Peter Adams was/is/and always will be a two bit video hack. After years of "freelancing" his services writing, shooting, and editing Peter duped the head writer of Biz Kid\$, a public television show teaching business to teens, into letting him onto the writing team. It took 4 years and a move from Seattle to Oklahoma City for them to realize the error of their ways. His transfer to Oklahoma City gave him 3 years of hard time with a medium sized Advertising agency as their Broadcast Producer. Once released in 2014 Peter founded SPECS Advertising to take what he learned on the inside to help small businesses compete with the man. Peter was introduced to ACI through a fellow video addict he met at an educational outdoor retreat. If you find yourself in Oklahoma, need a thirty second hack, and you can find him, maybe you can hire the SPECS team.

Brett Billings

Billings is a senior video producer with the U. S. Fish & Wildlife Service, where he still shoots high-definition video and photos, and edits a few projects on AVID. He travels the United States working with USFWS biologists and staff to procure hard-to-get imagery needed by the conservation community. He manages the service's HD B-roll collection: 300 10-minute groupings of the best public domain nature footage available. He is a former Army broadcast journalist, having served in Alaska, Portugal and Germany. He also worked for Kentucky Fish and Wildlife Resources for 10 years before joining USFWS. He lives in West Virginia.

Doc Kokol

Doc Kokol has been honored to work directly for two Governors and four Secretaries for health and human services, the Florida Fish and Wildlife Conservation Commission, and a wide range of private sector clients. While at White Hawk Pictures, a national film production center, Kokol managed the communications and marketing programs for several Fortune 500 companies while working with a team of Emmy and Oscar-winning producers and directors.

Video Feature: Hunting and Fishing

First Place

Score: 198.00

KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES

Hybrid Striped Bass at Rough River

Second Place

Score: 197.00

TEXAS PARKS AND WILDLIFE

Fun on the Run

Second Place

Score: 197.00

ARKANSAS GAME AND FISH COMMISSION

Arkansas Teal Hunt

Third Place

Score: 194.00

TEXAS PARKS AND WILDLIFE

Hunting Las Palomas

Maximum Score: 200

Low Score: 97.00

Judges:

JH Whatley

JH Whatley is an experienced videographer and editor with over 34 years of experience including working with Mississippi Outdoors TV for the past 25 years. His career has seen him behind the camera for both live and taped events, including commercial, entertainment, news, sports, and outdoors. Whatley has a bachelor's degree in Mass Communication/TV Production from the University of Southern Mississippi.

Samantha Pedder

N/A

Video Feature: How-to / Instructional

First Place

Score: 183.67

MONTANA FISH, WILDLIFE AND PARKS

Dabblers vs. Divers

Second Place

Score: 183.00

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Redbud Jelly

Third Place

Score: 181.67

MISSOURI DEPARTMENT OF CONSERVATION

Pawpaw Hunting

Maximum Score: 200

Low Score: 151.33

Judges:

Chris Martin

After 5 years of managing social media at a top 100 internet retailer in the outdoor industry, Martin transitioned into a similar role working for the Wyoming Game and Fish Department. Now as the visual communications supervisor for Wyoming Game and Fish, Martin manages the department's social media platforms, website and a talented team that develops a range of print and digital resources to further the department's mission of conserving wildlife and serving people.

Jenifer Wisniewski

Wisniewski is the Director of Marketing and Special Projects for the Tennessee Wildlife Resources Agency, chair of the AFWA Outreach and Marketing Working Group, and co-chair of the SEAFWA R3 Committee, and past president of the Association for Conservation Information and has worked actively over the last few years to bring marketing to the forefront of what agencies do to make a difference in recruiting, retaining, and reactivating hunters, shooters, and anglers as well as keeping our agencies and the work we do relevant to the public at large. Her marketing successes increased license revenue in Tennessee and decreased churn. Last year Tennessee had the largest percentage of hunting license increase in the country thanks in part to successful marketing and communications. Her success in Georgia and now Tennessee has garnered much attention nationwide and efforts have been featured by national organizations like the Association of Conservation Information, The Council to Advance Hunting and Shooting Sports, Recreational Boating and Fishing Foundation, Archery Trade Association, National Shooting Sports Foundation, Wildlife Management Institute, and the Association of Fish and Wildlife Agencies.

Eva Frederick

Eva Frederick is the managing editor of *Texas Parks & Wildlife* magazine. She helps write, edit and produce 10 issues of the magazine each year, with the goal of inspiring people to learn about Texas nature and get outside and see it for themselves. A graduate of The University of Texas at Austin and the Massachusetts Institute of Technology, Eva spent the last few years trying her hand at different types of science writing at *Science* and the Whitehead Institute for Biomedical Research before joining the magazine team last year. She currently lives in Austin.

Video Feature: Natural Resource Conservation

First Place

Score: 192.33

TEXAS PARKS AND WILDLIFE DEPARTMENT

Operation Snap

Second Place

Score: 189.00

TEXAS PARKS AND WILDLIFE DEPARTMENT

Seed Collectors

Third Place

Score: 186.00

NEW YORK DEPARTMENT OF ENVIRONMENTAL CONSERVATION

Brook Trout: Preserving New York's State Fish

Maximum Score: 200

Low Score: 115.33

Judges:

Barry Cross

N/A

J H Whatley

JH Whatley is an experienced videographer and editor with over 34 years of experience including working with Mississippi Outdoors TV for the past 25 years. His career has seen him behind the camera for both live and taped events, including commercial, entertainment, news, sports, and outdoors. Whatley has a bachelor's degree in Mass Communication/TV Production from the University of Southern Mississippi.

Chris Martin

After 5 years of managing social media at a top 100 internet retailer in the outdoor industry, Martin transitioned into a similar role working for the Wyoming Game and Fish Department. Now as the visual communications supervisor for Wyoming Game and Fish, Martin manages the department's social media platforms, website and a talented team that develops a range of print and digital resources to further the department's mission of conserving wildlife and serving people.

Video Feature: Outdoor Recreation

First Place

Score: 191.33

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Champions of Change

Second Place

Score: 189.33

TEXAS PARKS AND WILDLIFE DEPARTMENT

Cooper Lake State Park

Second Place

Score: 189.33

TEXAS PARKS AND WILDLIFE DEPARTMENT

Parks on the Air

Third Place

Score: 186.67

AQUATIC RESOURCES EDUCATION ASSOCIATION

Improve Your Shooting Skills

Maximum Score: 200

Low Score: 159.00

Judges:

Peter Adams

N/A

Malorey Henderson

N/A

Addelyn Ratcliff

Ratcliff works for the Indiana DNR's Division of Fish & Wildlife as their Social Media Outreach Specialist. Addelyn has over 10 years of experience working in social media, videography, and community engagement. She loves seeing the incredible work from other conservation agencies and is continually amazed how they can find creative ways to do so much with limited resources!

Video PSA and Marketing

First Place

Score: 192.00

COLORADO PARKS AND WILDLIFE

The Right Time is Right Now: Celebrating 125 Years

Second Place

Score: 185.5

WESTERVELT ECOLOGICAL SERVICES

Working with WES

Third Place

Score: 185.00

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

Take Your Career to Wild Places

Third Place

Score: 185.00

U.S. FISH AND WILDLIFE SERVICE

Partner with a Payer - Fish and Wildlife Health Video

Third Place

Score: 185.00

MISSOURI DEPARTMENT OF CONSERVATION

Discover Nature Fishing: Fathers and Sons

Maximum Score: 200

Low Score: 140.50

Judges:

Ryan Coleman

N/A

Richard Gonzales

N/A

Blake Podhajsky

Podhajsky is a Communication and Education Specialist with the Oklahoma Department of Wildlife Conservation and is a producer on the ODWC's television show, Outdoor Oklahoma. In addition to his work at the ODWC, he has traveled all over the world shooting video of big game hunts for multiple television shows and has worked in various other video production capacities with national clients. He has served many years on the ACI board of directors and currently is the ACI secretary. Podhajsky has a B.A. in Mass Communication from Buena Vista University and has over 20 years of video production and outreach experience.

Communication/Education Categories

Best Use of Humor

First Place

Score: 97.67

OREGON DEPARTMENT OF FISH AND WILDLIFE

Drought Outreach Campaign Video Ads

Second Place

Score: 94.33

U.S. FISH AND WILDLIFE SERVICE

Obscure Species Club Comic Series

Third Place

Score: 92.67

KANSAS WILDLIFE, PARKS AND TOURISM

Chickadee Checkoff - There's a Better Way to Support Wildlife

Maximum Score: 100

Low Score: 40.67

Judges:

Alicia Wellman

Alicia Wellman is the Manager of Social Media and Digital Advertising for Florida Fish and Wildlife Conservation Commission. With a degree from Columbus College of Art and Design, she has had a varied career ranging from owning an advertising agency to morning radio show host and (briefly) television writer/producer/on air talent. Her current position with the FWC takes aspects from each of her careers and wraps them up into one awesome position ... with a super long title!

Jordan Goularte

N/A

Marty Benson

Marty Benson has been assistant director for the Indiana DNR Division of Communications since 2007 and managing editor of Outdoor Indiana magazine since 2010. Before his DNR career, he worked in communications for the NCAA and in sports information for two different colleges. He is a graduate of St. Bonaventure University with a degree in mass communications.

Communication Campaign - Educational

First Place

Score: 97.00

UTAH DIVISION OF WILDLIFE RESOURCES

Team Wildlife Educational Campaign

Second Place

Score: 95.00

NEVADA DEPARTMENT OF WILDLIFE

Boat Safe Nevada

Third Place

Score: 92.00

NEW JERSEY DIVISION OF FISH AND WILDLIFE

Black Bear Outreach Campaign

Maximum Score: 100

Low Score: 52.00

Judges:

Chris Simoniello

N/A

Richard Gonzales

N/A

Communication Campaign - Marketing

First Place

Score: 89.00

TENNESSEE WILDLIFE RESOURCES AGENCY

R3 Through Marketing

Second Place

Score: 85.00

TEXAS PARKS AND WILDLIFE DEPARTMENT

Drive Yourself Wild -- About Conservation!

Third Place

Score: 85.50

NEW JERSEY DIVISION OF FISH AND WILDLIFE

Fall of 2022 Wildlife Habitat Supporter Program

Maximum Score: 100

Low Score: 57.50

Judges:

Amanda Solla

Amanda Solla is an award winning integrated marketing communications leader and strategist known for her cross-disciplinary knowledge, creative problem solving, and strategic planning acumen. She began her career at two of the world's largest marcom agencies and honed her expertise over decades representing some of the largest global brands and businesses. She furthered her street cred by successfully leading creative services, digital and social media, media relations, and content strategies for both public and private sector clients of all sizes. As an integrated marketer, Amanda is passionate about building engagement strategies and campaigns to support business goals and growth. Her desire to 'move the needle' in the direction of greatest impact drives her approach to new challenges and informs her collaborative mindset. She is regularly sought out to provide strategic communications counsel to senior leadership, mentorship for MBA students at a local university, and as a guest lecturer on marketing communications at colleges and universities around the country.

Joanne Martonik

Joanne Martonik started working at RBFF in 2015 and currently is the Senior State Marketing Manager. She manages state marketing programs, communications and outreach efforts with state agencies and is responsible for tailoring RBFF programs to meet state agency needs and work with states on implementing these programs. Joanne manages the annual State Agency Marketing Workshop and develops webinars and other resources to assist state agencies. Prior to joining RBFF, Joanne used her communications, marketing, and outreach skills to provide coalition creation, membership coordination and project management for organizations in Washington, DC and Helena, MT.

Education

First Place

Score: 94.50

MISSOURI DEPARTMENT OF CONSERVATION

Discover Nature Schools Kindergarten: Bears Through the Seasons

Second Place

Score: 94.00

NEBRASKA GAME AND PARKS

Trail Tales Magazine

Third Place

Score: 91.50

NEBRASKA GAME AND PARKS

Turtle Troubles

Maximum Score: 100

Low Score: 51.00

Judges:

Amanda Stroud

In January 2015, after 15 years in outreach and communications with the South Carolina Department of Natural Resources, Stroud accepted the position of assistant director for the Office of Media and Outreach, where she is charged with overall coordination of outreach and marketing efforts. She grew up near the lakes and rivers of Michigan and knew she wanted a career that keeps her in touch with her love for water and all the animals within it. She holds a bachelor's degree in marine science and a master's degree in public administration from the University of South Carolina. Stroud is married, has a daughter, and spends much of her free time in the woods and on the waters of South Carolina.

Kathy Church

Kathy Church is a Wildlife Interpretive Specialist with the Georgia Department of Natural Resources, Wildlife Resources Division. She is responsible for scheduling programming and presenting environmental education for the northeast region of Georgia. She has been a science educator for over 20 years in both the public & private sector and enjoys practicing the concepts she teaches.

Jane Gustafson

Jane Gustafson is Assistant Division Chief and Marketing Manager for Nebraska Game and Parks. She leads the agency's in-house creative team, coordinates strategic paid efforts and generally herds the cats on all types of promotion, events and other projects. A Nebraska native with experience in multiple industries, marketing Nebraska's outdoors is by far her favorite job. Jane is thrilled to be part of a talented team of professionals who are passionate about what they do. Plus, she enjoys the odd e-mails her co-workers send, such as "One of our snakes is loose in the building" and "I have an owl looking for a ride to Scottsbluff."

External Newsletter

First Place

Score: 91.00

TENNESSEE STATE PARKS

Adventure Guide Email Newsletter

Second Place

Score: 87.33

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

Florida Nature Trackers Newsletter

Third Place

Score: 85.67

ARKANSAS GAME AND FISH COMMISSION

Arkansas Wildlife Weekly Newsletter

Maximum Score: 100

Low Score: 68.00

Judges:

Ashley Sanchez

Ashley Sanchez is a Public Information Officer for the Nevada Department of Wildlife. Sanchez is NDOW's media contact and spokeswoman on all wildlife-related topics, and oversees the agency's social media channels, website, and mass communications to hunters, anglers, and all other recreationists. Sanchez also manages and hosts the Department's weekly podcast, Nevada Wild. Before beginning her position with NDOW four years ago, Sanchez was a broadcast journalist in Montana and then in Kentucky. During her time as a reporter, she captured her own video, edited, wrote and presented her stories. Sanchez has been recognized by ACI for NDOW's podcast and social media campaigns.

Judy Stokes Weber

Judy Stokes Weber is passionate about the importance of the human aspects of natural resources conservation working in the disciplines of public relations, communications management, and consulting with state and federal agencies and regional initiatives. She worked as public affairs division chief at NH Fish and Game, where she first learned about and began attending ACI conferences. Over the years she has served as ACI secretary, president and currently handles financial aspects of the organization as treasurer. Judy is a member of AFWA's Management Assistance Team national faculty and holds a national accreditation in public relations (APR).

Lee Ann Woods

Lee Ann Woods is a management executive and board member with over 30 years of management, ownership & turnaround experience with small, middle-market, multi-national, private and public companies in the consumer goods industry. After selling her CPG packaging company in 2002, Lee Ann founded Walnut Ridge Group - advising clients with strategic foresight & planning, market and competitive analysis, operations assessment, financial advisory, licensing, capital formation, mergers & acquisitions. Her practice is focused on consumer goods, packaging & related technology with an emphasis on food & beverage and agrifoodtech. Lee Ann is the principal of WRG Blue Partners, founder of AGvocate Texas, an innovation-focused initiative, and she is founder of The Brown Pelican Society. Lee Ann speaks regularly as a foresight strategist, and is a published thought leader on entrepreneurship, economic & workforce development, ag innovation, and The Blue Economy. She is an advisor and mentor with national agriculture and ocean-focused accelerators & incubators.

Internal Communication

First Place

U.S. FISH AND WILDLIFE SERVICE
May 2022 Regional Insider

Score: 96.33

Second Place

MONTANA FISH, WILDLIFE AND PARKS
FWP Language Style Guide

Score: 93.67

Third Place

MISSOURI DEPARTMENT OF CONSERVATION
MDC Minute

Score: 90.00

Third Place

WESTERVELT ECOLOGICAL SERVICES
WES Style Guide

Score: 90.00

Maximum Score: 100

Low Score: 72.33

Judges:

Sandy Benson

Sandy Benson is a forester who retired from the Nebraska Forest Service in May 2023. She has authored numerous natural resources-related articles for magazines and newspapers and has received awards from the Nebraska Press Women. She published her first book in 2021 and is currently working on her memoir, *Girls Can't Do That: Stories from One of America's Early Female Foresters*. She lives in the mountains of southwestern North Carolina with her husband, Barry, and two bossy dachshunds.

Amanda B Nalley

Amanda Nalley is the communications manager for the Gulf of Mexico Alliance, a partnership of the five Gulf states working to improve the economic and environmental health of the Gulf of Mexico through collaboration. Prior to her work with the Alliance, she worked as a public information specialist with Florida Fish and Wildlife Conservation Commission, was a multimedia reporter for the Tallahassee Democrat, and was in outdoor and environmental education.

Malorey Henderson

Having grown up surrounded by wildlife in Gainesville, FL, Malorey found her way to North Carolina in 2008. After graduating with a master's degree in Parks, Recreation & Tourism Management from NC State, Malorey began working with the North Carolina Wildlife Resources Commission on its NC Birding Trail program, and then transitioned to the Wildlife Education division working on staff development. Now, Malorey is the agency's Internal Communications Specialist, a brand-new position where she serves as the liaison between the agency's Office of Communications, Marketing & Digital Engagement and all agency divisions and offices – 750 staff members across 100 counties. Additionally, Malorey served as the agency's first videographer and now manages all agency video projects while supervising a full-time videographer.

Website

First Place

Score: 184.50

NEVADA DEPARTMENT OF WILDLIFE

Welcome to Your Wild Life

Second Place

Score: 170.33

MICHIGAN DEPARTMENT OF NATURAL RESOURCES

Michigan DNR "Ski the Porkies" Website

Third Place

Score: 170.00

NEW JERSEY DIVISION OF FISH AND WILDLIFE

NJDEP Fish and Wildlife Website

Maximum Score: 190

Low Score: 144.67

Judges:

Erin Landry

After starting off her career as a Public Information Officer Intern at the Arizona Department of Game and Fish, she joined Scottsdale-based marketing agency, Digital Air Strike, working as a social media specialist. She has been in the industry for over ten years and while she's enjoyed her career in automotive marketing, wildlife conservation and education will always have a special place in her heart. Erin is now a Senior Engagement Support Specialist with Digital Air Strike, helping her clients with their online presence and reputation. She is also a Walker Cronkite School of Journalism and Mass Communications at Arizona State University alumni.

Sandy Benson

Sandy Benson is a forester who retired from the Nebraska Forest Service in May 2023. She has authored numerous natural resources-related articles for magazines and newspapers and has received awards from the Nebraska Press Women. She published her first book in 2021 and is currently working on her memoir, *Girls Can't Do That: Stories from One of America's Early Female Foresters*. She lives in the mountains of southwestern North Carolina with her husband, Barry, and two bossy dachshunds.

Darius Mandegary

N/A

Graphic Design/Photo Categories

Graphics: Advertising/Display

First Place

Score: 98.00

TEXAS PARKS AND WILDLIFE

Hunter Education 50-Year Anniversary Exhibit

Second Place

Score: 88.50

KANSAS WILDLIFE, PARKS AND TOURISM

Don't Skip the HIP Full-page Ad

Third Place

Score: 87.00

NEW JERSEY DIVISION OF FISH AND WILDLIFE

NJFW Wildlife Habitat Supporter Program Signs

Maximum Score: 100

Low Score: 55.00

Judges:

Jason Miranda

N/A

Tristanna Bickford Carrell

Tristanna Bickford Carrell has worked in conservation information and education for over 15 years with three state agencies. She is currently the Assistant Chief of Education for the New Mexico Department of Game and Fish. When not at work, Tristanna enjoys spending time with her family, hunting, riding, and competing with her horses.

Graphics: Layout

First Place **Score: 94.00**

MISSOURI DEPARTMENT OF CONSERVATION

Who's Who at Critter High

Second Place **Score: 90.00**

U.S. FISH AND WILDLIFE SERVICE

Restoring Rare Plants on California's Channel Islands

Second Place **Score: 90.00**

TENNESSEE STATE PARKS

South Cumberland State Park Trail Maps

Second Place **Score: 90.00**

ARKANSAS GAME AND FISH COMMISSION

Lake Ouachita Water Trail Signs

Third Place **Score: 88.00**

NEBRASKA GAME AND PARKS

Conservation Easements Infographic

Maximum Score: 100

Low Score: 67.33

Judges:

Aaron Meier

Aaron Meier has been a public information officer for the Nevada Department of Wildlife for 17 years. Before becoming the boating education coordinator, Meier worked as NDOW's publications coordinator for 12 years and was responsible for the layout and design of all the department's materials including posters, magazines, brochures, postcards, displays and graphics. His work has been recognized by ACI several times including awards for poster design, regulations publications, news release and communications campaign.

Luke Duran

Duran is a graphic artist who has served as art director for Montana Fish, Wildlife & Parks and *Montana Outdoors* magazine since 2002. Previously he was creative director for a translation/interpreting company in Vancouver, Wash., and a graphic artist for Gibson Guitars. He enjoys the challenge to visually improve the magazine with each issue. He is a part-time employee for *Montana Outdoors*, and also operates a freelance graphic design business, Element L Design, specializing in brand identity, political campaign design and visual communication for nonprofits. He enjoys cooking, landscaping, aquariums, and hiking. An avid music lover and bass guitar player, Duran plays in a 1980s dance band, on weekends.

Kaycee Rechel

N/A

Graphics: Logo/Illustrations

First Place

Score: 97.67

TENNESSEE STATE PARKS

Tennessee State Parks Word Cloud

Second Place

Score: 94.00

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

A Rich History and a Bright Future - The ODWC Logo

Third Place

Score: 92.50

MONTANA FISH, WILDLIFE AND PARKS

Bear Aware Sticker - #DontFeedtheBears

Maximum Score: 100

Low Score: 57.50

Judges:

Tristanna Bickford Carrell

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Ernest A Ross

N/A

Luke Duran

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Photography: Flora and Fauna

First Place

Score: 92.00

ARIZONA GAME AND FISH DEPARTMENT

Winter Mule Deer

Second Place

Score: 91.67

TEXAS PARKS AND WILDLIFE

Pronghorn

Third Place

Score: 89.67

HAWAII DEPARTMENT OF LAND AND NATURAL RESOURCES

Nēnē on the Mend

Maximum Score: 100

Low Score: 73.67

Judges:

Jenifer Wisniewski

Wisniewski is the Director of Marketing and Special Projects for the Tennessee Wildlife Resources Agency, chair of the AFWA Outreach and Marketing Working Group, and co-chair of the SEAFWA R3 Committee, and past president of the Association for Conservation Information and has worked actively over the last few years to bring marketing to the forefront of what agencies do to make a difference in recruiting, retaining, and reactivating hunters, shooters, and anglers as well as keeping our agencies and the work we do relevant to the public at large. Her marketing successes increased license revenue in Tennessee and decreased churn. Last year Tennessee had the largest percentage of hunting license increase in the country thanks in part to successful marketing and communications. Her success in Georgia and now Tennessee has garnered much attention nationwide and efforts have been featured by national organizations like the Association of Conservation Information, The Council to Advance Hunting and Shooting Sports, Recreational Boating and Fishing Foundation, Archery Trade Association, National Shooting Sports Foundation, Wildlife Management Institute, and the Association of Fish and Wildlife Agencies.

Adam Baylor

Baylor is a public affairs specialist with the Oregon Department of Fish and Wildlife. For the past four years, he's assisted ODFW's wildlife managers and partners with outreach efforts around the state and is the public information officer for eastern Oregon. Before joining ODFW, he served in the U.S. Coast Guard and was stationed in Alaska, Maine, and North Carolina where he was part of the National Strike Force's Public Information Assistance Team. After military life, he moved to Portland and worked in various jobs in the private and nonprofit sectors. While finishing a master's degree in public administration, he was fortunate to work on a short documentary film which fueled a passion for video and photography.

Lynda Richardson

With over thirty years of experience as a professional photographer, Lynda Richardson has traveled to Africa, Belarus, Central and South America, Cuba, Greenland, Iceland, Poland, and throughout the United States on assignment. Her specialty is photographing endangered species, environmental issues, nature, and wildlife. A keynote speaker, lecturer, trip leader, and workshop instructor, Lynda's vast wealth of knowledge can be experienced through her informative and fun presentations and workshops. She has worked for major corporations as well as major magazines and organizations such as Smithsonian magazine, National and International Wildlife magazines, The Nature Conservancy, and the National Geographic Society. Some topics from her assignments include illegal wildlife pet trade in Nicaragua, hippo communication in Tanzania,

shrimp farming in Honduras, thick-billed parrots in Mexico, how natural areas became protected in Cuba, the island foxes of Santa Cruz, saving sea turtles in Florida, to name a few. She now works as Art Director for Virginia Wildlife magazine, a publication she has freelanced for since the 80's. Her monthly column has been published in that magazine since 1991 and she started the annual Photography Showcase issue competition.

Photography: People

First Place

Score: 89.00

MISSOURI DEPARTMENT OF CONSERVATION

The Dog Whisperer

Second Place

Score: 85.00

NEBRASKA GAME AND PARKS

Sunrise Bliss

Third Place

Score: 79.50

U.S. FISH AND WILDLIFE SERVICE

Devils Hole Pupfish Stereovideo Survey

Maximum Score: 100

Low Score: 64.00

Judges:

Ally Stemen

N/A

Mike McDaniel

N/A

Photography: Scenic

First Place

NEBRASKA GAME AND PARKS

A Sandhills Pasture

Score: 90.33

Second Place

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Fishing Access at Lake Burtshi

Score: 87.00

Third Place

MISSOURI DEPARTMENT OF CONSERVATION

Places to Go - 25 Mile Prairie

Score: 85.50

Maximum Score: 100

Low Score: 71.50

Judges:

Amanda B Nalley

Amanda Nalley is the communications manager for the Gulf of Mexico Alliance, a partnership of the five Gulf states working to improve the economic and environmental health of the Gulf of Mexico through collaboration. Prior to her work with the Alliance, she worked as a public information specialist with Florida Fish and Wildlife Conservation Commission, was a multimedia reporter for the Tallahassee Democrat, and was in outdoor and environmental education.

Jessica Sall

N/A

Micah Holmes

N/A

Photography: Studio/Enhanced

First Place

Score: 93.00

TEXAS PARKS AND WILDLIFE DEPARTMENT

Caprock Canyons Night Sky

Second Place

Score: 91.67

TEXAS PARKS AND WILDLIFE DEPARTMENT

What Lies Beneath

Third Place

Score: 88.67

COLORADO PARKS AND WILDLIFE

The Disappearing Robin

Maximum Score: 100

Low Score: 75.50

Judges:

Louie Bond

N/A

Beth Quillian

Quillian is a public information officer with the Oregon Department of Fish and Wildlife where she coordinates communication for the northwest portion of the state. Prior to ODFW, she worked as a communication specialist with the Georgia Department of Natural Resources where she focused on the Georgia Birding and Wildlife Trails program. A “Double Dawg,” Quillian attended the University of Georgia in Athens where she completed bachelors and masters degrees in Parks, Recreation and Tourism Management. She is now enjoying life in the Pacific Northwest and visiting the Oregon coast any chance she gets.

Jane Gustafson

N/A

Magazine Categories

Magazine

First Place

Score: 182.67

MONTANA FISH, WILDLIFE AND PARKS

Montana Outdoors

Second Place

Score: 171.33

ARIZONA GAME AND FISH DEPARTMENT

Arizona Wildlife Views

Third Place

Score: 171.00

MISSOURI DEPARTMENT OF CONSERVATION

Xplor

Maximum Score: 200

Low Score: 111.33

Judges:

Matthew McDaniel

After five years working in television news, Matthew joined the Nevada Department of Conservation and Natural Resources in 2020. He now works as a Public Information Officer, using his multimedia experience to further the Department's goal of preserving and enhancing Nevada's natural, cultural, and recreational resources.

Natalie Krebs

Krebs is the Executive Editor of *Outdoor Life*. After graduating from Northwestern University with a BSJ in magazine journalism, Krebs joined OL full time in 2014 to work on hunting, fishing, and conservation stories. In addition to writing, reporting, and editing digital stories across multiple platforms, she has edited the FOB, BOB, sections, and feature well of OL's print and digital editions. She lives in northwest Arkansas with her bird dog, Hatchet.

Robert Gagliardi

Robert is the associate editor for *Wyoming Wildlife* magazine, a monthly publication by the Wyoming Game and Fish Department, where he produces content, edits copy and works with freelancers. He's been with the magazine for nearly four years. Prior to that, Robert was a sports journalist for 26 years for newspapers in Cheyenne and Laramie, Wyoming, where he primarily covered college and high school sports. Robert also is a published author. He co-wrote a book titled "The Border War" about the history of the college football rivalry between the University of Wyoming and Colorado State University that was released in the fall of 2018.

Magazine: Destination, Historical or Cultural Article

First Place

Score: 88.67

INDIANA DEPARTMENT OF NATURAL RESOURCES

Indiana's French Connection

Second Place

Score: 88.00

MONTANA FISH, WILDLIFE AND PARKS

A Place of Prominence

Third Place

Score: 86.67

NEBRASKA GAME AND PARKS

A Rapid City

Maximum Possible Score: 100

Low Score: 66.67

Judges:

Alli Williams

N/A

Tony Coyer-Pendas

Tony Coyer-Pendas is the Assistant Editor for New York State's *Conservationist* magazine. In addition to writing and editing, Tony also has a background, education, and professional experience in art and design.

Kieran Ash

Kieran Ash is a graphic designer with the South Carolina Department of Natural Resources, a graduate of the University of South Carolina, and volunteered for judging for the first time this year out of sheer curiosity. In her work for SCDNR, she designs brochures, posters, flyers, forms, and more. She enjoys reading, nature photography, and trying to teach her cat how to high-five for treats in her free time to varying degrees of success.

Magazine: Fisheries Article

First Place

TEXAS PARKS AND WILDLIFE DEPARTMENT

Tiny Trophies

Score: 93.50

Second Place

WYOMING GAME AND FISH DEPARTMENT

Rare Records

Score: 87.00

Third Place

WISCONSIN DEPARTMENT OF NATURAL RESOURCES

Back in the Day - If It's Friday, It's Fish

Score: 86.67

Third Place

NORTH CAROLINA WILDLIFE RESOURCES COMMISSION

Rainbows in the Piedmont

Score: 86.67

Maximum Possible Score: 100

Low Score: 71.00

Judges:

Marty Benson

Benson has been assistant director for the Indiana DNR Division of Communications since 2007 and managing editor of Outdoor Indiana magazine since 2010. Before his DNR career, he worked in communications for the NCAA and in sports information for two different colleges. He is a graduate of St. Bonaventure University with a degree in mass communications.

Angela Levins

N/A

Hannah Brown

Dr. Hannah O. Brown is the Communications & Engagement Specialist for the NOAA RESTORE Science Program. Hannah uses her experience as a social scientist, science communicator, and journalist to build a network of resource users, managers, and scientists in the Gulf. Hannah is a Florida native with deep roots in the state who has researched the human dimensions of Gulf Coast fisheries. She holds a BA in Psychology from New College of Florida, a MA in Mass Communications from the University of Florida, and a PhD in Interdisciplinary Ecology from the University of Florida. She is also co-founder and editorial director of The Marjorie, an online reporting nonprofit that covers environmental and social justice stories in Florida.

Magazine: General Interest Article

First Place

Score: 98.50

OHIO DNR DIVISION OF WILDLIFE

A Year in the Life of a Wetland

Second Place

Score: 97.00

MISSOURI DEPARTMENT OF CONSERVATION

I Bought Invasive Plants...Now What?

Second Place

Score: 97.00

TEXAS PARKS AND WILDLIFE

State Park Underground

Third Place

Score: 95.00

MONTANA FISH, WILDLIFE AND PARKS

The Lower Yellowstone's Untapped Potential

Maximum Score: 100

Low Score: 63.50

Judges:

Phil Bloom

Bloom is a mostly retired journalist who worked 33 years in the newspaper business before spending 10 years as communications director for the Indiana Department of Natural Resources. He was twice elected president of the Outdoor Writers Association of America and served one term on the ACI board of directors.

Chris Sharp

N/A

Ty Whitaker

Whitaker is the CEO of The Abbi Agency, an integrated marketing communications firm based in Nevada. He has led advertising/marketing outreach efforts for a variety of clients for more than 10 years. He has overseen the creation of new brands, websites, and a suite of creative marketing materials that have led to positive impacts for communities throughout the West Coast.

Magazine: Wildlife Article

First Place

Score: 96.00

WYOMING GAME AND FISH DEPARTMENT

Deer and Data

Second Place

Score: 93.00

WYOMING GAME AND FISH DEPARTMENT

That's Not My Name

Third Place

Score: 92.00

MONTANA FISH, WILDLIFE AND PARKS

Leave It To Beavers

Maximum Score: 100

Low Score: 60.00

Judges:

Robert Gagliardi

Robert is the associate editor for *Wyoming Wildlife* magazine, a monthly publication by the Wyoming Game and Fish Department, where he produces content, edits copy and works with freelancers. He's been with the magazine for nearly four years. Prior to that, Robert was a sports journalist for 26 years for newspapers in Cheyenne and Laramie, Wyoming, where he primarily covered college and high school sports. Robert also is a published author. He co-wrote a book titled "The Border War" about the history of the college football rivalry between the University of Wyoming and Colorado State University that was released in the fall of 2018.

Nancy Kreuder

Kreuder is the Wildlife Education Outreach Coordinator for Arizona Game and Fish, moving into the role after nearly 20 years in the zoo industry. She enjoys the opportunity to travel throughout Arizona and focus on native wildlife. Outside of work, life revolves around her family, horses, cats, and attempts at gardening.

Social Media Categories

Best Social Media Campaign

First Place

Score: 48.00

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION
Gar Week

Second Place

Score: 47.33

GEORGIA DEPARTMENT OF NATURAL RESOURCES
Creepy Critter Week

Third Place

Score: 45.67

GULF OF MEXICO ALLIANCE
Weird Wonders of the Gulf

Third Place

Score: 45.67

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION
Manatee Unusual Mortality Event

Maximum Score: 50

Low Score: 26.33

Judges:

Amy Gleich

N/A

Joanne Martonik

Martonik started working at RBFF in 2015 and currently is the Senior State Marketing Manager. She manages state marketing programs, communications and outreach efforts with state agencies and is responsible for tailoring RBFF programs to meet state agency needs and work with states on implementing these programs. Joanne manages the annual State Agency Marketing Workshop and develops webinars and other resources to assist state agencies. Prior to joining RBFF, Joanne used her communications, marketing, and outreach skills to provide coalition creation, membership coordination and project management for organizations in Washington, DC and Helena, MT.

Scott Davis

Davis is the Senior Webmaster for the Indiana Department of Natural Resources. He joined the agency in 2008 after two decades in the newspaper industry as a graphics artist and copy editor. Davis led Indiana DNR through adoption of social media, numerous website redesigns, and implementation of new technologies such as video and online calendars. Davis is passionate about usability, web writing, and information architecture. He graduated from Ball State University with degrees in journalism education and digital storytelling.

Best Social Media Presence

First Place

Score: 113.67

IOWA DEPARTMENT OF NATURAL RESOURCES

Iowa Department of Natural Resources Social Media

Second Place

Score: 111.33

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Oklahoma Department of Wildlife Conservation Social Media

Third Place

Score: 105.00

MONTANA FISH, WILDLIFE AND PARKS

Montana Fish, Wildlife and Parks Social Media

Maximum Score: 120

Low Score: 48.50

Judges:

Mark Martinez

Martinez has worked for the Utah Division of Wildlife Resources for the last 15 years and currently serves as the conservation outreach section chief. Before becoming chief, Mark worked in web and print design, social media and email marketing.

Erin Aker (Landry)

After 5 years of managing social media at a top 100 internet retailer in the outdoor industry, Martin transitioned into a similar role working for the Wyoming Game and Fish Department. Now as the marketing supervisor for Wyoming Game and Fish, Martin manages the department's social media platforms and a talented team that develops a range of print and digital resources to further the department's mission of conserving wildlife and serving people.

Heather Feeler

Heather Feeler, communications branch chief with the Missouri Department of Conservation, spends her professional time chasing interesting conservation stories and connecting people with nature. Her team is responsible for statewide news, social media, video, marketing, magazines, media relations, and messaging for MDC. In her spare time, Heather can be found hiking, hammocking, and handwriting notes of encouragement to others. She's also on a quest to visit all the national parks with her kids before they grow up and refuse to hang out with her anymore.

Conservation Post of the Year

First Place

Score: 89.00

IOWA DEPARTMENT OF NATURAL RESOURCES

The Crappie and the Northern Watersnake

Second Place

Score: 81.33

GEORGIA DEPARTMENT OF NATURAL RESOURCES

Bears Don't Have Collarbones

Third Place

Score: 76.67

MONTANA FISH, WILDLIFE AND PARKS

Adventures of Miffy at Lewis and Clark Caverns State Park

Maximum Score: 90

Low Score: 66.33

Judges:

Addelyn Ratcliff

Ratcliff works for the Indiana DNR's Division of Fish & Wildlife as their Social Media Outreach Specialist. Addelyn has over 10 years of experience working in social media, videography, and community engagement. She loves seeing the incredible work from other conservation agencies and is continually amazed how they can find creative ways to do so much with limited resources!

Brett C. Billings

Billings is a senior video producer with the U. S. Fish & Wildlife Service, where he still shoots high-definition video and photos, and edits a few projects on AVID. He travels the United States working with USFWS biologists and staff to procure hard-to-get imagery needed by the conservation community. He manages the service's HD B-roll collection: 300 10-minute groupings of the best public domain nature footage available. He is a former Army broadcast journalist, having served in Alaska, Portugal and Germany. He also worked for Kentucky Fish and Wildlife Resources for 10 years before joining USFWS. He lives in West Virginia.

Patricia Allen

N/A

Other Printed Products Categories

Calendar

First Place**Score: 96.67**

NEW HAMPSHIRE FISH AND GAME DEPARTMENT
New Hampshire Wildlife Calendar 2023

Second Place**Score: 88.00**

MISSOURI DEPARTMENT OF CONSERVATION
2023 Natural Events Calendar

Third Place**Score: 85.33**

NEBRASKA GAME AND PARKS
Nebraskaland 2023 Calendar

Maximum Score: 100**Low Score: 63.33*****Judges:*****Ashley Sanchez**

Ashley Sanchez is a Public Information Officer for the Nevada Department of Wildlife. Sanchez is NDOW's media contact and spokeswoman on all wildlife-related topics, and oversees the agency's social media channels, website, and mass communications to hunters, anglers, and all other recreationists. Sanchez also manages and hosts the Department's weekly podcast, Nevada Wild. Before beginning her position with NDOW four years ago, Sanchez was a broadcast journalist in Montana and then in Kentucky. During her time as a reporter, she captured her own video, edited, wrote and presented her stories. Sanchez has been recognized by ACI for NDOW's podcast and social media campaigns.

Aaron Meier

Meier has been a public information officer for the Nevada Department of Wildlife for 18 years. Before becoming the boating education coordinator, Meier worked as NDOW's publications coordinator for 12 years and was responsible for the layout and design of all the department's materials including posters, magazines, brochures, postcards, displays and graphics. His work has been recognized by ACI several times including awards for poster design, regulations publications, news release and communications campaign.

Patricia Allen

N/A

One-time Publication: Book/Report

First Place

Score: 98.00

NEVADA DEPARTMENT OF WILDLIFE
NDOW Strategic Plan

Second Place

Score: 95.00

MISSOURI DEPARTMENT OF CONSERVATION
Strange But True

Third Place

Score: 94.00

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION
Hunters Against Hunger Program Guide

Maximum Score: 100

Low Score: 84.00

Judges:

Kenyen Hicks

N/A

Beth Quillian

Quillian is a public information officer with the Oregon Department of Fish and Wildlife where she coordinates communication for the northwest portion of the state. Prior to ODFW, she worked as a communication specialist with the Georgia Department of Natural Resources where she focused on the Georgia Birding and Wildlife Trails program. A “Double Dawg,” Quillian attended the University of Georgia in Athens where she completed bachelors and masters degrees in Parks, Recreation and Tourism Management. She is now enjoying life in the Pacific Northwest and visiting the Oregon coast any chance she gets.

One-time Publication: Brochure

First Place

Score: 106.67

WESTERVELT ECOLOGICAL SERVICES

ERBA Trifold

Second Place

Score: 100.67

NEW YORK DEPARTMENT OF ENVIRONMENTAL CONSERVATION

Round Goby Brochure

Third Place

Score: 98.00

ARKANSAS GAME AND FISH COMMISSION

AGFC Nature Center Rack Card

Maximum Score: 110

Low Score: 77.00

Judges:

Kim Nix

Kim Nix retired in 2019 from the State of Alabama after 31 years. During her tenure with the Alabama Department of Conservation and Natural Resources and the Alabama Forestry Commission, she edited publications, developed content for websites, created email marketing campaigns and supervised a myriad of communication efforts for the state agencies. She is a graduate of the University of Alabama and is a former board member, officer and awards chair of ACI.

Connie Anderson

Connie Anderson is the Chief Strategy Officer at The Abbi Agency, an integrated marketing communications firm. She leads strategy and outreach programs for government entities throughout Nevada and the West Coast.

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One-time Publication: Other

First Place

Score: 104.50

WYOMING GAME AND FISH DEPARTMENT

Inspire a Kid Adventure Book

Second Place

Score: 103.67

WESTERVELT ECOLOGICAL SERVICES

California Poppy Seed Pack

Third Place

Score: 101.00

TEXAS PARKS AND WILDLIFE

Texas State Parks Centennial Passport

Maximum Score: 110

Judges:

Low Score: 86.50

Nancy Kreuder

Nancy Kreuder is the Wildlife Education Outreach Coordinator for Arizona Game and Fish, moving into the role after nearly 20 years in the zoo industry. She enjoys the opportunity to travel throughout Arizona and focus on native wildlife. Outside of work, life revolves around her family, horses, cats, and attempts at gardening.

Patrick Owen

Owen is the visual information specialist for the Wyoming Game and Fish Department and creative director for *Wyoming Wildlife* magazine. Before his four years of working for the department, Patrick worked in marketing and public relations for his alma mater, the University of Wyoming.

Donna Shimonitz

Donna Schimonitz of Lincoln, Nebraska has been a graphic designer for over 35 years, 25 of which have been at the Nebraska Game and Parks Commission. Our Communications Division has received numerous awards, both locally and nationally, for design, illustration, color, photography and content. Outside of the office, Donna exhibits in local, state and national art competitions. She has been president and vice president for two of the state art organizations, and has artwork in private collections in Florida, Hawaii, Maine, Nebraska and its neighboring states. Her subjects are of nature, illustrated with graphite, acrylic or computer. Growing up on a dairy farm, she developed her love of exploring and enjoying the outdoors.

Poster

First Place

Score: 90.67

TENNESSEE WILDLIFE RESOURCES AGENCY

Pearly Mussel of Tennessee Poster

Second Place

Score: 90.00

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Hunters Against Hunger Poster

Third Place

Score: 88.33

TEXAS PARKS AND WILDLIFE

Texas State Parks Centennial Scratch-Off Map Poster

Maximum Score: 100

Low Score: 65.33

Judges:

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Heather Feeler

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Ernest Ross

N/A

Regulations Publications

First Place

Score: 89.33

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

Fishing and Hunting Regulations Guide

Second Place

Score: 87.67

NEVADA DEPARTMENT OF WILDLIFE

Nevada Small Game Hunting Regulations and Seasons

Third Place

Score: 86.67

NEBRASKA GAME AND PARKS

2022-2023 Small Game and Waterfowl Guide

Maximum Score: 100

Low Score: 67.67

Judges:

Robert Owen

Robert has been with the Texas Parks and Wildlife Department for 15 years working on the goal of improving the user experience for recreationalists and State Park visitors. His appreciation for all things outdoors offers new and continuing audiences an ally and an advocate for their next adventure.

Patrick Owen

Owen is the visual information specialist for the Wyoming Game and Fish Department and creative director for *Wyoming Wildlife* magazine. Before his four years of working for the department, Patrick worked in marketing and public relations for his alma mater, the University of Wyoming.

Natasha Dickrell

Natasha Dickrell is currently a Senior Environmental Specialist with the Pinellas County Environmental Management Division in Florida where her role allows her to report, inform, and educate on local, regional, state, and federal regulatory levels. She is recognized for her technical and legal writing skills related to social media administration, public data access and education, Federal grant managing, and water resource monitoring. Previously, she has gained expertise with the Southwest Florida Water Management District, the Three Rivers Park District in Minnesota and the Minnesota Department of Natural Resources. During her free time Natasha enjoys the opportunity to #optoutside while traveling and volunteering for environmental, entertainment, and public health organizations which allow her to have a positive impact on her community and the world.