



ASSOCIATION *for*  

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**CONSERVATION**  

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INFORMATION, INC.

**2020**  
***Awards Results***

Virtual Conference hosted by  
New Mexico Department of Game & Fish  
Awards Virtual Presentation  
July 26-28, 2021

*Compiled by Aaron Meier, Awards Chairperson ([ameier@ndow.org](mailto:ameier@ndow.org)) and  
Co Awards Chairperson Karen Parker ([Karen.Parker@myfwc.com](mailto:Karen.Parker@myfwc.com))*

## Audio/Video Categories

### *Audio Program or Podcast*

**First Place**

TENNESSEE WILDLIFE RESOURCES AGENCY  
*Tennessee WildCast*

**Score: 90.00**

**Second Place**

MISSOURI DEPARTMENT OF CONSERVATION  
*Nature Boost – Bird is the Word!*

**Score: 86.67**

**Third Place**

NEVADA DEPARTMENT OF WILDLIFE  
*Nevada Wild: State Record Breaking Carp*

**Score: 86.33**

**Maximum Score: 100**

**Low Score: 55.33**

***Judges:***

**Amanda Nalley**

Nalley lives in Tallahassee, Fla., where she has been the Marine Fisheries Management public information specialist for the Florida Fish and Wildlife Conservation Commission for the past seven years. She previously worked as a reporter for a local newspaper and enjoys writing, taking photos, shooting and editing video, learning about marketing, and dabbling in graphic design. When not talking about saltwater fishing and regulations, she is mom to a 4-year-old girl, a stepmom, and a new homeowner.

**David Nelson**

David Nelson worked 10 years in the broadcast industry in Oklahoma and Texas as a sports photojournalist, radio sports director, high school and college football radio color commentator, radio personality, radio program director, radio public service director and radio news director. He also has performed the voice-over work for numerous organizational training videos, radio commercials and station imaging campaigns.

**John Trierweiler**

John is a member of the public affairs and media relations team for the Arizona Game and Fish Department. His charge includes working with both local and national media outlets as well as the public, promoting and showcasing the work of Arizona Game and Fish. John is a veteran television broadcaster with over a decade of experience in media and television journalism in the midwest, Florida, and Arizona.

## ***Recurring Video Program***

### **First Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Texas Parks & Wildlife Shows 2814 & 2818*

**Score: 194.67**

### **Second Place**

MISSOURI DEPARTMENT OF CONSERVATION  
*Nature's Calling*

**Score: 187.33**

### **Third Place**

TENNESSEE WILDLIFE RESOURCES AGENCY  
*Tennessee Outdoor Journal*

**Score: 185.67**

**Maximum Score: 200**

**Low Score: 148.5**

### ***Judges:***

#### **Brett Billings**

Billings is a 15-year 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.

#### **Malorey Henderson**

N/A

#### **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. Kokol published two books in the field of Media Communications and Risk and Crisis Communications, available on the Kindle platform, and currently consults with state and federal agencies in those fields.

## ***Video Feature: Hunting and Fishing***

### **First Place**

**Score: 184.67**

MICHIGAN DEPARTMENT OF NATURAL RESOURCES

*Michigan Steelhead Fishing: Hayden's Story*

### **Second Place**

**Score: 177.33**

MONTANA FISH, WILDLIFE AND PARKS

*Hunter Education Instructors Wanted*

### **Third Place**

**Score: 177.00**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Fishing for Records*

**Maximum Score: 200**

**Low Score: 138.67**

### ***Judges:***

#### **Tony Dolle**

Dolle has worked in public relations, communications and marketing for the past 40 years as a writer, editor, photographer and public relations executive. He has served as corporate communications director for Cabela's, Ducks Unlimited and The Nashville Network (TNN). Tony is a past president of the Outdoor Writers Association of America, the Association of Great Lakes Outdoor Writers, the Tennessee Outdoor Writers Association, and has served as the corporate liaison for OWAA and the Outdoor Writers Association of Canada. He is an award-winning photographer and a Pulitzer Prize-nominated writer. Tony is a University of Missouri School of Journalism graduate and is executive director of TOWA.

#### **Jon Myatt**

Jon Myatt is a former public affairs officer, web manager, journalist and video producer for the US Fish and Wildlife Service. Over his 45 year career in federal and state government, his work has appeared major US newspapers and magazines. He recently retired from public service and lives in Eugene, Oregon, accompanied by his German shepherd, Ursa.

#### **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.

## ***Video Feature: How-to / Instructional***

### **First Place**

**Score: 177.33**

MISSOURI DEPARTMENT OF CONSERVATION  
*How-To Hunt for Morel Mushrooms*

### **Second Place**

**Score: 170.00**

MONTANA FISH, WILDLIFE AND PARKS  
*Skull Features*

### **Third Place**

**Score: 161.33**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Easy Tenkara Fishing*

**Maximum Score: 200**

**Low Score: 123.67**

### ***Judges:***

#### **Peter Adams**

Peter has worked with many small and big businesses since 2006. He spent years freelancing his services writing, shooting, and editing. Peter wrote for 4 seasons of Biz Kid\$, a public television show teaching business to teens. He spent a year creating videos for big companies like Microsoft, Verisign, and HP. He then spent 3 years working with a medium sized Advertising agency in Oklahoma as their Broadcast Producer. In 2014 Peter founded SPECS to help small businesses compete by giving them more affordable and effective video and advertising.

#### **Louis Bond**

Louie Bond has been the editor of *Texas Parks & Wildlife* magazine for 15 years. She enjoys storytelling on all platforms and has utilized podcasting, video, photography, social media, blogging and radio in addition to writing/editing to tell Texas nature stories.

#### **Don Cash**

Don Cash is the Series Producer for the Texas Parks & Wildlife television show. At least he was until the end of May when he retired after 45 years in the television business. A graduate of the University of North Alabama, he has worked as a news and sports photographer at tv stations in Alabama, Mississippi and Utah, and as a producer for the Mississippi Outdoors tv show. In his 23 years at the Texas Parks and Wildlife Department he has won 6 regional EMMY awards and contributed to quite a few ACI awards. He plans to spend his retirement riding his mountain bike, playing tennis, camping, and not going to an office.

## ***Video Feature: Natural Resource Conservation***

**First Place** **Score: 188.67**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Vacek Family Farm*

**Second Place** **Score: 187.00**

COLORADO PARKS AND WILDLIFE

*Saving Colorado's Boreal Toads*

**Second Place** **Score: 187.00**

COLORADO PARKS AND WILDLIFE

*Colorado's Arctic Grayling*

**Third Place** **Score: 185.67**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Green Turtle Rescuers*

**Maximum Score: 200**

**Low Score: 111.33**

### ***Judges:***

#### **Ryan Coleman**

Ryan Coleman has over 20 years of experience in media. As an Emmy nominated director, he has written, directed, edited, and produced multiple television programs. A majority of his experience has been working in television, but he also has created and implemented multiple award-winning marketing campaigns.

#### **J.H. Whatley III**

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.

#### **Aaron Meier**

Aaron Meier has been a public information officer for the Nevada Department of Wildlife for 15 years. As a member of the department marketing team, Meier has been the project lead on several video outreach and PSA projects. Some of his projects have received local and national recognition including a best of show ADDY from the American Advertising Federation. His work has been recognized by ACI several times including awards for poster design, video PSA, regulations publications, news release and communications campaign.

## ***Video Feature: Outdoor Recreation***

### **First Place**

COLORADO PARKS AND WILDLIFE

*"My Life Outside: Craig DeMartino"*

**Score: 183.00**

### **Second Place**

KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES

*Floating Elkhorn Creek*

**Score: 179.67**

### **Third Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Longhorn Cavern State Park*

**Score: 177.33**

**Maximum Score: 200**

**Low Score: 141.33**

### ***Judges:***

#### **Ryan Coleman**

Ryan Coleman has over 20 years of experience in media. As an Emmy nominated director, he has written, directed, edited, and produced multiple television programs. A majority of his experience has been working in television, but he also has created and implemented multiple award-winning marketing campaigns.

#### **Mike Osborn**

N/A

#### **Jennifer Ramella**

Jenny Ramella has been an Education and Information Officer for the Nevada Division of State Parks since 2015. Her mission is to encourage Nevada's to explore their own backyards by visiting State Parks, while educating them on the importance of outdoor ethics, sustainability, and conservation.

## ***Video PSA and Marketing***

### **First Place**

KANSAS WILDLIFE, PARKS AND TOURISM  
*Beyond Fishing*

**Score: 174.00**

### **Second Place**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Tess Maune – Outdoors are Always Open*

**Score: 173.33**

### **Third Place**

ARIZONA GAME AND FISH COMMISSION  
*Ryan Thomas PSA*

**Score: 172.00**

**Maximum Score: 200**

**Low Score: 90.33**

### ***Judges:***

#### **Danielle Kent**

Danielle is the Video Production Manager for the South Carolina Department of Natural Resources. Before her career with DNR, she worked for over 15 years at television stations serving various roles like newscast director, producer, and editor. She graduated from Purdue University with a bachelor's in communications with a specialty in video production.

#### **Bart Nestor**

Bart Nester has more than 25 years of experience as a director, editor, and videographer primarily with the Irving Community Television Network. He has spent most of his career in the Dallas/Ft. Worth metroplex as a video editor. One of his main responsibilities is editing feature stories for an arts and entertainment show. Nester grew up in South Texas and was no stranger to outdoor recreation and reconnecting with the natural world.

#### **Rosemary White**

Rosemary White is the Marketing Director of the Eco Lodge/Resort the Plantation on Crystal River, responsible for planning and implementing all of Plantation on Crystal River's marketing strategies. Rosemary has been in marketing for over 20 years working with some of Florida's largest companies including Raymond James Financial and Tech Data. As an outdoorsman/woman Rosemary is an IGFA World Record Holder, published angler, and published Florida Outdoor Writer. She is an ambassador and media talent for such companies as Bass Pro, the FWC, Savage Gear Americas, Gill Fishing, Hoo-Rag, and the Plantation on Crystal River. She fishes tournaments in Florida and various other states. Rosemary belongs to such organizations as the Coastal Conservation Association, International Game Fish Association, International Women's Fishing Association, and Florida Outdoor Writers Association.



## Communication/Education Categories

### *Best Use of Humor*

<b>First Place</b> COLORADO PARKS AND WILDLIFE <i>"We're All In This Together"</i>	<b>Score: 89.67</b>
<b>Second Place</b> UTAH DIVISION OF WILDLIFE RESOURCES <i>When 2020 Drops You On Your Face</i>	<b>Score: 87.67</b>
<b>Second Place</b> UTAH DIVISION OF WILDLIFE RESOURCES <i>I Love You Like No Otter</i>	<b>Score: 87.67</b>
<b>Third Place</b> WASHINGTON DEPARTMENT OF FISH AND WILDLIFE <i>2020 Razor Clam Face Off Campaign- Spring Digs Video</i>	<b>Score: 87.00</b>

**Maximum Score: 100**  
**Low Score: 74.00**

#### *Judges:*

#### **Bill Graham**

Bill Graham is a media specialist for the Missouri Department of Conservation, based in the Kansas City area. Prior to that, he was a reporter, editor, and columnist for The Kansas City Star newspaper, with a heavy emphasis on natural science stories. He has a lifetime interest in the outdoors and especially enjoys the way science is exploring landscape ecology.

#### **Cindy Thompson**

Thompson has been managing editor of South Carolina Wildlife magazine for the past three years. In her journalism and marketing career, she served as public information coordinator for the South Carolina Department of Natural Resources in the Wildlife and Freshwater Fisheries Division and in the agency's communications division. She also served in this capacity as administrative coordinator in the Office of the Commissioner at the South Carolina Department of Agriculture. In the private sector, she was an account representative for a marketing and communications firm for more than five years.

#### **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!

## ***Communication Campaign***

### **First Place**

**Score: 93.00**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Hunting for Conservation*

### **Second Place**

**Score: 87.00**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Lapsed Angler Reactivation Campaign*

### **Third Place**

**Score: 84.67**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*In the Wildhood*

**Maximum Score: 100**

**Low Score: 54.00**

### ***Judges:***

#### **Pierre Balla**

Pierre Balla is the Art Director for the Arizona Game and Fish Department. He's an accomplished creative designer with over 10 years of experience in the advertising industry. He's also a UI and UX lead designer. He enjoys using his skills and knowledge to contribute to the creativity that happens every day at AZGFD. His daily inspirations are his wife and three daughters. In his free time, he likes to hike, watch soccer, and cook.

#### **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.

#### **Alix Pedraza**

Alix A. Pedraza serves as the Diversity Outreach Manager for the South Carolina Department of Natural Resources. She holds a Bachelor of Science in Biology and a master's degree on Parks, Recreation & Tourism Management. Originally from Colombia, South America, Pedraza facilitates SCDNR communication and education initiatives that connect Spanish-speaking and Black communities to natural resources information, public events, opportunities, and advisories. Pedraza was honored by The Wildlife Society, receiving the 2016 and the 2020 Diversity Awards for her invaluable contributions to South Carolina's outreach efforts. In 2018, the Association for Conservation Information awarded the Department First Place in Education for her program "Caminatas Ecológicas."

## ***Education***

### **First Place**

TENNESSEE WILDLIFE RESOURCES AGENCY  
*Chronic Wasting Disease Educational Campaign*

**Score: 97.33**

### **Second Place**

COLORADO PARKS AND WILDLIFE  
*Wild Classroom*

**Score: 96.33**

### **Third Place**

MISSOURI DEPARTMENT OF CONSERVATION  
*Anita B. Gorman Conservation Discovery Center Text Messaging*

**Score: 94.33**

**Maximum Score: 100**

**Low Score: 73.67**

### ***Judges:***

#### **Barbara Beauchamp**

N/A

#### **Kathy Church**

Kathy Church is a wildlife interpretive specialist/programming coordinator at the Smithgall Woods Regional Education Center in Helen, Ga. As part of the Georgia Department of Natural Resources' Wildlife Resources Division, she teaches wildlife-based educational programs in northeastern Georgia. She has a bachelor's degree in wildlife management and a master's degree in secondary science education. Previously she taught various sciences for almost 15 years.

#### **Kathy Wilson**

I moved to South Carolina from Virginia almost 10 years ago for an animal husbandry internship at the SC Aquarium. I have always had a passion for animals and the outdoors. I ended up working there in the education department for 4 years. Following that, I worked at a small local zoo inside a state park as a keeper and oversaw education programs there as well. For the past 3 years I have been a kayak eco tour guide in the Charleston area, and in 2019 started working in the education department for the SC Department of Natural Resources. I am very excited to be a judge this year. There are so many great ideas and entries so far!

## ***External Newsletter***

### **First Place**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*The Wild Side*

**Score: 93.33**

### **Second Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT  
*Our Wild Texas*

**Score: 90.33**

### **Third Place**

US FISH AND WILDLIFE SERVICE  
*Yreka Fish & Wildlife Office newsletter*

**Score: 89.67**

**Maximum Score: 100**

**Low Score: 66.00**

### ***Judges:***

#### **Kelly Broderick**

Kelly Broderick began her career working for a national publishing company, then moved to the local daily newspaper where some of her many jobs included graphic design, editing, training, event planning and production coordination. From there she became the editor of a newly revived Florida Wildlife Magazine with the Florida Fish and Wildlife Conservation Commission, restarting the magazine from scratch after it had been shuttered. She now edits releases, newsletters and special publications as well designs some of them, makes PDFs ADA compliant as needed, and is the lead administrator for the agency's GovDelivery system.

#### **Meaghan Faletti**

Meaghan Emory (Faletti) is an Information Specialist with the U.S. Geological Survey, leading outreach and communication activities for the USGS St. Petersburg Coastal and Marine Science Center on Florida's Gulf Coast. She has a Bachelor of Science in Biological Science from Florida State University, a Master of Science in Marine Science from the University of South Florida, and several years of experience leading communication efforts for academic groups, community organizations, and state and federal agencies including the Florida Fish and Wildlife Conservation Commission.

#### **Evynn McFalls**

Evynn McFalls is the Director of Insights and Strategy for The Abbi Agency, an integrated marketing communications firm based in Nevada. He has been exploring, analyzing and documenting stories about people, their priorities and the myriad tools they use to communicate for over a decade. In his role as the Director of Insights and Strategy at The Abbi Agency, he brings his experience as a community/institutional literacy researcher to help organizations, businesses, individuals and institutions across a wide variety of verticals to understand their purposes, relationships, goals and unique value propositions—and transform those insights into strategies, tactics and other socio-behavioral technologies to move the proverbial needle.

## ***Internal Communication***

### **First Place**

**Score: 97.67**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Your Roadmap to ODWC Communications*

### **Second Place**

**Score: 96.67**

MISSOURI DEPARTMENT OF CONSERVATION  
*MDC Minute*

### **Third Place**

**Score: 95.67**

NEVADA DEPARTMENT OF WILDLIFE  
*NDOW Tracks – November 2020*

**Maximum Score: 100**

**Low Score: 68.67**

### ***Judges:***

#### **Darcy Bontempo**

Darcy Bontempo is the Marketing Director of the Texas Parks and Wildlife Department. Darcy oversees the Marketing Group, which develops and implements various revenue-generating and other communication efforts to promote visitation to state parks and increase participation in hunting, fishing, outdoor recreation and nature tourism. Darcy also provides expertise and management of various sponsorship relationships and provides policy and strategic guidance in this area. Prior to coming to TPWD in 1998, she worked as an account supervisor at some of the top advertising agencies in the country, including McCann-Erickson in New York, where she worked on well-known package goods accounts such as Coca-Cola, Nabisco and Unilever, and GSD&M in Austin, Texas where she ran the \$35 million Texas Lottery account. She also gained sponsorship and direct marketing experience while working at Dell Computer. She holds a Masters' degree in Business Administration from Tulane University and a B.A. from University of Texas-Austin.

#### **Samantha Thompson**

Samantha Thompson is the Public Information and Communications manager overseeing the public relations, communications, branding, and marketing programs for the Nevada Department of Conservation and Natural Resources. She holds a B.A. in Communications with an emphasis in Public Relations from Sonoma State University, and a master's in public administration from the University of Illinois. Previously, she managed e-marketing, social media, and public relations for Carson Tahoe Regional Healthcare System. Additionally, she led marketing, advertising, and social media campaigns focused on rebranding the healthcare system in 2013. Previously, Ms. Thompson served as communications lead for the City of Rohnert Park - Department of Public Works, Community Services & Recreation in Northern California.

#### **Katie Young**

Katie Young serves as Internal Communication Manager for the Florida Fish and Wildlife Conservation Commission and is based in Tallahassee, FL. Her passion for people, connections, operations and information makes her job a great fit. Katie's focus is on connecting staff to information; increasing engagement and morale; reinforcing agency culture and values; and creating awareness about the behind-the-scenes collaboration and operational achievements throughout the agency.

## ***Website***

### **First Place**

LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES  
*LDWF Website*

**Score: 182.00**

### **Second Place**

UTAH DIVISION OF WILDLIFE RESOURCES  
*Wild Aware Utah*

**Score: 181.33**

### **Third Place**

UTAH DIVISION OF WILDLIFE RESOURCES  
*Utah Wildlife Migration Initiative*

**Score: 181.00**

**Maximum Score: 190**

**Low Score: 130.00**

### ***Judges:***

#### **Connie Anderson**

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

#### **Scott Davis**

Scott Davis is the Senior Webmaster for the Indiana Department of Natural Resources. He remembers the time of dialup modems and no World Wide Web. After 20 years in the newspaper industry as a graphics artist and copy editor, he joined Indiana DNR in 2008. His web team has led the DNR through several website redesigns, adoption of social media, and implementation of new technology such as video and online calendars. Davis is passionate about usability, web writing, and information architecture. He holds a MA in Digital Storytelling from Ball State University. A native Hoosier, Davis lives in East Central Indiana with his wife, two stepsons and dogs Ray and Sam. Outside of work, he rides his recumbent trike and watches the night sky.

#### **Anna Johnson**

A native Arizonan and ASU alumni, Anna is a seasoned writer and public communications professional with a background in marketing and publications. She loves her job as associate editor at *Arizona Wildlife Views*, the wildlife conservation magazine of the Arizona Game and Fish Department. Her interests include crafting, creating Mexican culture presentations and researching small towns in Arizona. Anna lives in Goodyear, AZ with her husband of 30 years and her three small dogs.

## Graphic Design/Photo Categories

### *Graphics: Advertising/Display*

**First Place** **Score: 92.00**  
MISSOURI DEPARTMENT OF CONSERVATION  
*Keep Wild Animals Wild*

**Second Place** **Score: 90.67**  
MISSOURI DEPARTMENT OF CONSERVATION  
*Tic Tac Tree Interactive*

**Third Place** **Score: 89.33**  
NEBRASKA GAME AND PARKS  
*Nebraska's Upland Slam*

**Maximum Score: 100**  
**Low Score: 69.67**

#### ***Judges:***

##### **Aaron Meier**

Aaron Meier has been a public information officer for the Nevada Department of Wildlife for 16 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.

##### **Patrick Owen**

Patrick Owen is the visuals specialist for the Wyoming Game and Fish Department and creative director for the *Wyoming Wildlife* magazine. Patrick has been in his current role for almost two years and is the only graphic designer in the entire state department. Before joining the Wyoming Game and Fish, Patrick spent several years in higher education marketing, public relations and graphic design.

##### **Tiffany Whitsitt**

Tiffany Whitsitt is the Director of Advertising at Fortitude Agency where she oversees all digital advertising from initial strategy to final design and ad execution. Whitsitt is also the Marketing Committee Chair of the Junior League Fort Collins where she leads all digital and traditional marketing efforts.

## ***Graphics: Layout***

### **First Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Everything Whitetail*

**Score: 91.33**

### **Second Place**

MISSOURI DEPARTMENT OF CONSERVATION

*Get Inside the Tree*

**Score: 89.33**

### **Third Place**

COLORADO PARKS AND WILDLIFE

*Fake Bait*

**Score: 86.00**

### **Third Place**

WYOMING GAME AND FISH DEPARTMENT

*Dancers in the Snow*

**Score: 86.00**

**Maximum Score: 100**

**Low Score: 51.33**

### ***Judges:***

#### **Pierre Balla**

Pierre Balla is the Art Director for the Arizona Game and Fish Department. He's an accomplished creative designer with over 10 years of experience in the advertising industry. He's also a UI and UX lead designer. He enjoys using his skills and knowledge to contribute to the creativity that happens every day at AZGFD. His daily inspirations are his wife and three daughters. In his free time, he likes to hike, watch soccer, and cook.

#### **Luke Duran**

Duran has served as art director of Montana Outdoors magazine, published by Montana Fish, Wildlife & Parks 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 specializing in 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 The Mighty Flick, a 1980s dance band, on weekends.

#### **Tiffany Whitsitt**

Tiffany Whitsitt is an Account Executive as well as the Digital Marketing Director at Linden Marketing. She oversees print publications, social media, marketing campaigns, website development, and in-house photography. Whitsitt is also the Marketing Committee Chair of the Junior League Fort Collins where she leads all digital and traditional marketing efforts.



## ***Graphics: Logo/Illustrations***

### **First Place**

UTAH DIVISION OF WILDLIFE RESOURCES

*Wild Aware Utah Logo*

**Score: 94.00**

### **Second Place**

COLORADO PARKS AND WILDLIFE

*State Park Illustrations*

**Score: 91.00**

### **Third Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*State Reef Fish Survey (SRFS) Logo*

**Score: 88.33**

**Maximum Score: 100**

**Low Score: 70.33**

### ***Judges:***

#### **Jessica Elmore**

Jessica Elmore, from Columbia, S.C., is a public information coordinator at the South Carolina Department of Natural Resources. She coordinates form/license production and has overseen production of the South Carolina Hunting and Fishing Regulations for two years. She volunteers with SCDNR's Diversity Outreach Program.

#### **Aaron Meier**

Aaron Meier has been a public information officer for the Nevada Department of Wildlife for 15 years. Before becoming the boating education coordinator, Meier worked as NDOW's publications coordinator for 11 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.

#### **Samantha Thompson**

Samantha Thompson is the Public Information and Communications manager overseeing the public relations, communications, branding, and marketing programs for the Nevada Department of Conservation and Natural Resources. She holds a B.A. in Communications with an emphasis in Public Relations from Sonoma State University, and a master's in public administration from the University of Illinois. Previously, she managed e-marketing, social media, and public relations for Carson Tahoe Regional Healthcare System. Additionally, she led marketing, advertising, and social media campaigns focused on rebranding the healthcare system in 2013. Previously, Ms. Thompson served as communications lead for the City of Rohnert Park - Department of Public Works, Community Services & Recreation in Northern California.

## ***Photography: Flora and Fauna***

### **First Place**

**Score: 96.67**

MISSOURI DEPARTMENT OF CONSERVATION  
*Bumblebee Feeding on Flowers*

### **Second Place**

**Score: 93.33**

COLORADO PARKS AND WILDLIFE  
*Sunset Mule Deer Buck*

### **Third Place**

**Score: 92.67**

ARIZONA GAME AND FISH COMMISSION  
*Mexican Wolf*

**Maximum Score: 100**

**Low Score: 71.5**

### ***Judges:***

#### **Kelly Douglas**

Originally from Iowa, Douglas earned her stripes as a photographer and writer at newspapers in Iowa, Missouri and Wyoming. She settled in Cheyenne, Wyo., where she is managing editor of Wyoming Rural Electric News, a design-driven, statewide, lifestyle magazine for Wyoming's rural electric cooperative members.

#### **Paul Moore**

Paul Moore enjoyed a nearly 30-year career as a photographer and videographer for the Oklahoma Department of Wildlife Conservation. He has been a student and teacher of photography for over a half century and loves the outdoors, hiking, boating, and camping.

#### **Tim Torell**

Tim Torell is a professional wildlife photographer/videographer based out of Reno, Nevada. His work has been featured in several local and national outlets including Animal Planet and National Geographic. Torell's work has received many accolades including winning an "Addy" from the American Advertising Federation for best in show for a series of wildlife videos PSAs and being named Photographer of the Year by the Reno Photo Club.

## ***Photography: People***

### **First Place**

US FISH AND WILDLIFE SERVICE

*Jose Galaz, SDMBA/Bonita Bikers board member*

**Score: 92.33**

### **Second Place**

OHIO DNR DIVISION OF WILDLIFE

*Pheasant Release*

**Score: 88.67**

### **Second Place**

MISSOURI DEPARTMENT OF CONSERVATION

*A Ghostly Fort*

**Score: 88.67**

### **Third Place**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

*Pink Sky*

**Score: 87.00**

**Maximum Score: 100**

**Low Score: 75.00**

### ***Judges:***

#### **Lisa Ballard**

Ballard is a freelance writer/photographer based in Red Lodge, Mont., and editor of New York By Rail magazine. She contributes regularly to 25-plus magazines and websites including Colorado Outdoors, Wyoming Wildlife, Montana Outdoors and New Hampshire Wildlife Journal. She is a past-president of the Outdoor Writers Association of America, from which she has received numerous Excellence in Craft awards in writing and photography.

#### **Kelly Broderick**

Kelly Broderick began her career working for a national publishing company, then moved to the local daily newspaper where some of her many jobs included graphic design, editing, training, event planning and production coordination. From there she became the editor of a newly-revived Florida Wildlife Magazine with the Florida Fish and Wildlife Conservation Commission, restarting the magazine from scratch after it had been shuttered. She now edits releases, newsletters and special publications as well designs some of them, makes PDFs ADA compliant as needed, and is the lead administrator for the agency's GovDelivery system.

#### **Melody Kilborn**

Kilborn, a Florida native, works for the Florida Fish and Wildlife Conservation Commission (FWC) as a regional public information director. She started her career in freshwater fisheries biology with the same agency and has been in the public information role for four years. She has been involved with various projects with the FWC that range from advertising and marketing, to creating communications plans, news releases and other publications.

## ***Photography: Scenic***

### **First Place**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Still Dawn*

**Score: 96.00**

### **Second Place**

US FISH AND WILDLIFE SERVICE  
*Spring in the Sierra*

**Score: 95.50**

### **Third Place**

NEBRASKA GAME AND PARKS  
*Perfection in the Pines*

**Score: 94.00**

**Maximum Score: 100**

**Low Score: 77.00**

### ***Judges:***

#### **Joey Frazier**

Joey Frazier enjoys hunting, fly fishing and photography in his home state of South Carolina. Currently, he works for the South Carolina Department of Natural Resources as editor of *South Carolina Wildlife* magazine.

#### **Brooke Myres**

Brooke Myres works for the South Carolina Department of Natural Resources. As the Program Development Manager for the Conservation Districts Section of the agency, she provides support to the 46 Soil and Water Conservation Districts in South Carolina through coordinating trainings, providing outreach and education outlets, and building conservation partnerships throughout the state. Beyond work, she loves the outdoors and has a passion for photography.

## ***Photography: Studio/Enhanced***

### **First Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Field Archeologist*

**Score: 88.67**

### **Second Place**

MISSOURI DEPARTMENT OF CONSERVATION

*Moths on Flower at Night*

**Score: 86.00**

### **Third Place**

NEW MEXICO DEPARTMENT OF GAME AND FISH

*Native Archeologist & Weaver*

**Score: 85.33**

**Maximum Score: 100**

**Low Score: 68.67**

### ***Judges:***

#### **Jason Harmon**

Jason Harmon, from Watertown, Tenn., has been with the Tennessee Wildlife Resources Agency for 14 years. He is a manager in the Outreach and Communications Division and host of the agency podcast, "Tennessee WildCast." Jason manages social media, helps with website content and design, and shoots/produces video and photos. When not working, he enjoys spending time with his family, hunting, fishing, golfing and performing with The Road Crew as drummer & vocalist.

#### **Anna Johnson**

A native Arizonan and ASU alumni, Anna is a seasoned writer and public communications professional with a background in marketing and publications. She loves her job as associate editor at *Arizona Wildlife Views*, the wildlife conservation magazine of the Arizona Game and Fish Department. Her interests include crafting, creating Mexican culture presentations and researching small towns in Arizona. Anna lives in Goodyear, AZ with her husband of 30 years and her three small dogs.

#### **Nicola Whitney**

Nicola Whitley is the Public Affairs Division Chief with the New Hampshire Fish and Game Department, where she is responsible for all communication and education programs for the agency. She has over 30 years of experience in science communication including publishing, editing, writing, graphic design, and crisis communication. She has lived in New Hampshire for over 30 years and has one daughter.

# Magazine Categories

## *Magazine*

### **First Place**

WYOMING GAME AND FISH DEPARTMENT  
*Wyoming Wildlife Magazine*

**Score: 174.33**

### **Second Place**

OHIO DNR DIVISION OF WILDLIFE  
*Wild Ohio Magazine*

**Score: 171.67**

### **Third Place**

ARIZONA GAME AND FISH COMMISSION  
*Arizona Wildlife Views*

**Score: 170.67**

**Maximum Score: 200**

**Low Score: 139.00**

### ***Judges:***

#### **Rinee Merritt**

Merritt has been with the Oregon Department of Fish and Wildlife as graphic design specialist since May 2015. She's worked as a professional graphic designer and web content manager since 2010, working under contract for many clients and as an in-house designer for ODFW and Hewlett-Packard. She holds a master's degree in adult education and a bachelor's degree in horticulture. She owns an active freelance design business in graphic design, web site management and fine glass art. At ODFW, she creates outdoor and indoor signage, trailer wraps, logos, brochures, fliers, calendars, retail displays, outdoor recreation panels, stickers, packaging, posters, illustrations, infographics and other materials. Her fused glass artwork can be seen at the Coos Bay Historical and Maritime Museum, Samaritan Pastega Cancer Center in Corvallis, several galleries in Oregon and in many private homes.

#### **Kippy Spilker**

An artist her entire life – including a year spent studying art/design internationally – Kippy has worked in Graphic Design, Art Direction, and Creative Design Management for over 25 years. Currently the Art Director for *Nevada Magazine*, the state's tourism publication, she is an avid lover of the outdoors with a particular penchant for kayaking and, as of late, hiking.

#### **Cindy Thompson**

Thompson has been managing editor of South Carolina Wildlife magazine for the past three years. In her journalism and marketing career, she served as public information coordinator for the South Carolina Department of Natural Resources in the Wildlife and Freshwater Fisheries Division and in the agency's communications division. She also served in this capacity as administrative coordinator in the Office of the Commissioner at the South Carolina Department of Agriculture. In the private sector, she was an account representative for a marketing and communications firm for more than five years.

## ***Magazine: Destination, Historical or Cultural Article***

### **First Place**

WYOMING GAME AND FISH DEPARTMENT

*Opening the borders for justice*

**Score: 93.00**

### **Second Place**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*Off the Pavement*

**Score: 89.33**

### **Third Place**

MISSOURI DEPARTMENT OF CONSERVATION

*Wetland Restoration*

**Score: 87.67**

**Maximum Possible Score: 100**

**Low Score: 64.00**

### ***Judges:***

#### **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.

#### **Phil Bloom**

Bloom is acting executive director of the Outdoor Writers Association of America and two-time past president of the organization. He previously worked as communications director for the Indiana Department of Natural Resources for 10 years after devoting 33 years as a newspaper reporter and editor, including 18 years as the award-winning outdoors editor of the Fort Wayne (Ind.) Journal Gazette. He resides in his hometown of Fort Wayne.

#### **Doug Nielson**

Doug Nielsen is the Southern Region Conservation Education Supervisor for the Nevada Department of Wildlife. Doug joined NDOW in 1993 where he also has served as a regional Hunter Education coordinator, a game warden, and the state's first Boating Education coordinator. Prior he worked as a public relations specialist at R & R Advertising. In his off-time, Doug is a freelance writer and pens a weekly outdoor column for the Las Vegas Review-Journal. He has a Bachelor of Arts in Communications with a public relations emphasis and a Master of Arts in Recreation Management.

## ***Magazine: Fisheries Article***

### **First Place**

MONTANA FISH, WILDLIFE AND PARKS

*Has Catch and Release Gone Overboard?*

**Score: 90.00**

### **Second Place**

MONTANA FISH, WILDLIFE AND PARKS

*Awesome Opportunities*

**Score: 86.67**

### **Third Place**

NORTH CAROLINA WILDLIFE RESOURCES

*Going Deep for Summer Bass*

**Score: 84.33**

**Maximum Possible Score: 100**

**Low Score: 70.33**

### ***Judges:***

#### **Phil Bloom**

Bloom is acting executive director of the Outdoor Writers Association of America and two-time past president of the organization. He previously worked as communications director for the Indiana Department of Natural Resources for 10 years after devoting 33 years as a newspaper reporter and editor, including 18 years as the award-winning outdoors editor of the Fort Wayne (Ind.) Journal Gazette. He resides in his hometown of Fort Wayne.

#### **Anthony Coyler-Pendas**

Tony Colyer-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.

#### **Greg Lucas**

Greg Lucas has worked with the S.C Department of Natural Resources in conservation education, outreach and recreation for 31 years. He is a longtime contributor to South Carolina Wildlife magazine and is stationed at SCDNR's Clemson regional office.



## ***Magazine: General Interest Article***

### **First Place**

WYOMING GAME AND FISH DEPARTMENT

*The Bigger Picture*

**Score: 94.67**

### **Second Place**

MISSOURI DEPARTMENT OF CONSERVATION

*Blue Sky Ballet*

**Score: 93.00**

### **Third Place**

NORTH CAROLINA WILDLIFE RESOURCES

*Staying Connected*

**Score: 92.67**

**Maximum Score: 100**

**Low Score: 69.00**

### ***Judges:***

#### **Ally Caldwell**

Ally Caldwell is an account executive at GÜD Marketing, a full-service marketing and public relations firm based in Lansing, Michigan. In her role, she leads the project management and content marketing for the Michigan Wildlife Council, overseeing the process from ideation and strategy to execution in order to effectively highlight Michigan's unique wildlife and natural resources - including many wildlife conservation success stories. Ally has guided the creation and placement of over 100 unique stories in statewide newspapers and over 100 television interviews since the inception of the council's campaign in 2016. She is a graduate of Michigan State University and Central Michigan University, and is a proud Michigan native.

#### **Tom Dickson**

For the past 18 years, Dickson has been the editor of Montana Outdoors. Before that he was a communications manager for the Minnesota Department of Natural Resources. During the past 31 years, his publications and articles have won 20 ACI first-place awards. He has written two books on fish natural history for the University of Minnesota Press and has written articles for Sporting Classics and National Wildlife.

#### **Glenn Parker**

Glenn Parker is a retired chief dialysis technician who got roped into judging by his wife, Karen, the awards co-chair. He loves to read. He's also an avid collector of fountain pens and pen memorabilia. This is his second year of judging for ACI.

## ***Magazine: Wildlife Article***

**First Place** **Score: 92.00**

MONTANA FISH, WILDLIFE AND PARKS

*The Unleaded Option*

**Second Place** **Score: 86.67**

MISSOURI DEPARTMENT OF CONSERVATION

*Trapping the Enemy on our Land*

**Third Place** **Score: 85.33**

ARIZONA GAME AND FISH DEPARTMENT

*Conservation in Action*

**Third Place** **Score: 85.33**

TEXAS PARKS AND WILDLIFE DEPARTMENT

*The Dubious Dozen Bird Myths*

**Third Place** **Score: 85.33**

WYOMING GAME AND FISH DEPARTMENT

*Worrying the Fence*

**Maximum Score: 100**

**Low Score: 58.67**

### ***Judges:***

#### **Eric Cachinero**

Eric Cachinero is a native Nevadan who has turned his adventures and misadventures in the Silver State into a career. After completing his Bachelor of Arts in print journalism at the University of Nevada in 2013, he worked as Associate Editor of Nevada Magazine for 8 years before joining the Nevada Department of Wildlife in 2021 as Public Information Officer/Publications Coordinator for the Conservation Education Division.

#### **Rebekah Nelson**

Bekah Nelson is the Public Information Director for the Florida Fish and Wildlife Conservation Commission's Northwest Region. She began her career with FWC in December 2014 and has gotten to be a part of some awesome experiences during that time including rescuing cold-stunned sea turtles, watching sturgeon leap several feet out of the water and looking on as a 145-foot vessel was sunk as a new artificial reef, just to name a few. In her free time, Bekah enjoys being outdoors especially spending time in the white sand and emerald waters of Panama City Beach... better known to locals as the World's Most Beautiful Beaches!

#### **Karen Parker**

After retiring from the US Army as the senior Public Affairs NCO in the Pacific, Parker stepped into a job with the Florida Fish and Wildlife Conservation Commission as a regional public information coordinator. Since 2002, she's had a great time photographing and writing about the critters of Florida.

## Social Media Categories

### *Best Social Media Campaign*

**First Place** **Score: 45.67**  
US FISH AND WILDLIFE SERVICE  
*Arctic Refuge Virtual Bird Fest*

**Second Place** **Score: 44.00**  
FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*2020 Python Bowl*

**Second Place** **Score: 44.00**  
UTAH DIVISION OF WILDLIFE RESOURCES  
*#WildIndoors*

**Third Place** **Score: 43.00**  
NEVADA DEPARTMENT OF WILDLIFE  
*FishNV: A New Guide for Nevada's Waters*

**Maximum Score: 50**  
**Low Score: 36.67**

#### ***Judges:***

##### **Timothy Akimoff**

Akimoff is social media coordinator for Oregon Department of Fish and Wildlife. Before returning to his home state of Oregon, he worked as digital director for WBEZ, Chicago Public Radio, where he managed the station's digital properties and worked with national shows such as "This American Life" and "Wait, Wait ... Don't Tell Me." He spent two years running Alaska NBC station KTUU's digital content, chasing pirate ships in the Aleutian Islands and covering two Iditarod sled dog races. Before that, he was one of the ink-stained wretches in the trenches covering local government at newspapers in Oregon and Montana.

##### **Yeraldin Deavila**

Yeraldin Deavila is a public information officer for the Nevada Division of Insurance (Division). Yeraldin joined the Division of Insurance in 2015 where she oversees the Division's communication and educational outreach efforts, social media presence, and public relations. Prior to joining the Division, Yeraldin was a news anchor and reporter for a Spanish newscast in Las Vegas and Reno Nevada where she enjoyed producing stories impacting the Hispanic community. Yeraldin is passionate about providing relevant information to consumers because she believes education is the first line of defense in preventing becoming victims of scams or fraud.

##### **Erica Sosa**

Erika Sosa is a Texas State Parks Social Media Specialist. When she's not in the office, you can find her in the water kayaking at Lady Bird Lake in Austin, hiking a new trail, or exploring a state park.

## ***Best Social Media Presence***

### **First Place**

**Score: 104.33**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION

*Oklahoma Department of Wildlife Social Media*

### **Second Place**

**Score: 97.33**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION

*Florida Fish and Wildlife: Social Media Presence*

### **Third Place**

**Score: 96.00**

SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES

*SCDNR's Social Media Presence*

**Maximum Score: 120**

**Low Score: 64.67**

### ***Judges:***

#### **Garret Castleberry**

Garret Castleberry is an Associate Professor of Communication, Media, and Ethics and Chair of the Adult School of Arts and Sciences at Mid-America Christian University. He has a background in advertising, creative work, event planning, and media writing.

#### **John Trierweiler**

John is a member of the public affairs and media relations team for the Arizona Game and Fish Department. His charge includes working with both local and national media outlets as well as the public, promoting and showcasing the work of Arizona Game and Fish. John is a veteran television broadcaster with over a decade of experience in media and television journalism in the midwest, Florida, and Arizona.

#### **Mindy Wharton**

Mindy Wharton is the Public Relations Manager for the N.C. Wildlife Resources Commission. She's been with the agency since November 2020 and brings over 20 years of experience in marketing, communications and public relations to her role. She works out of the Wildlife Commission's headquarters in Raleigh and enjoys traveling the state documenting and telling the stories of the agency.

## ***Conservation Post of the Year***

### **First Place**

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*Python Detector Dogs*

**Score: 88.33**

### **Second Place**

OHIO DNR DIVISION OF WILDLIFE  
*Blue Bullfrog Hops All Over Ohio's Social Feeds*

**Score: 80.00**

### **Third Place**

NEVADA DEPARTMENT OF WILDLIFE  
*Away they go! Bighorn Sheep Released on Historic Range*

**Score: 77.50**

**Maximum Score: 90**

**Low Score: 59.33**

### ***Judges:***

#### **Tim Akimoff**

Akimoff is social media coordinator for Oregon Department of Fish and Wildlife. Before returning to his home state of Oregon, he worked as digital director for WBEZ, Chicago Public Radio, where he managed the station's digital properties and worked with national shows such as "This American Life" and "Wait, Wait...Don't Tell Me." He spent two years running Alaska NBC station KTUU's digital content, chasing pirate ships in the Aleutian Islands and covering two Iditarod sled dog races. Before that, he was one of the ink-stained wretches in the trenches covering local government at newspapers in Oregon and Montana.

#### **Bebe Harrison**

BeBe Dalton Harrison has worked in the natural resources field for more than 22 years. Her background in natural resources education quickly bloomed into a world of program design, development, marketing, and outreach. She currently serves as the director of Outreach and Engagement for the Angler Action Foundation. As a former ACI Award winner, she was very excited to be able to show support and serve as a judge for this year.

#### **Ty Whitaker**

Ty 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.

## Other Printed Products Categories

### *Calendar*

**First Place** **Score: 93.33**  
OHIO DNR DIVISION OF WILDLIFE  
*Wild Ohio Calendar*

**Second Place** **Score: 91.33**  
MISSOURI DEPARTMENT OF CONSERVATION  
*2021 Natural Events Calendar*

**Third Place** **Score: 88.67**  
TEXAS PARKS AND WILDLIFE DEPARTMENT  
*2020-21 Private Lands Calendar*

**Third Place** **Score: 88.67**  
TEXAS PARKS AND WILDLIFE DEPARTMENT  
*2021 Texas State – Fish Art Calendar*

**Maximum Score: 100**  
**Low Score: 60.00**

#### ***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 podcast. Before coming to NDOW Sanchez was a broadcast journalist in Montana and then in Kentucky. During her time as a reporter she wrote, shot video for, edited and presented her stories. Sanchez has been recognized by ACI for NDOW's podcast and social media campaigns.

##### **Amanda Hrubesh**

Amanda is the webmaster at Georgia Department of Natural Resources Wildlife Resources Division. She holds a bachelor's degree in Graphic Communications from Clemson University and has experience in graphic design, publication creation, flexographic and screen printing, among other prepress and printing processes. She's been with the Georgia DNR since 2015.

##### **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!

## ***One-time Publication: Book/Report***

**First Place** **Score: 99.33**  
OHIO DNR DIVISION OF WILDLIFE  
*Backyards for Butterflies*

**First Place** **Score: 99.33**  
FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*Florida's State Wildlife Action Plan*

**Second Place** **Score: 97.33**  
SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES  
*Loggerheadlines 2019*

**Third Place** **Score: 95.33**  
US FISH AND WILDLIFE SERVICE  
*2020 Annual Highlights*

**Maximum Score: 100**  
**Low Score: 60.00**

### ***Judges:***

#### **Meaghan Faletti**

Meaghan Emory (Faletti) is an Information Specialist with the U.S. Geological Survey, leading outreach and communication activities for the USGS St. Petersburg Coastal and Marine Science Center on Florida's Gulf Coast. She has a Bachelor of Science in Biological Science from Florida State University, a Master of Science in Marine Science from the University of South Florida, and several years of experience leading communication efforts for academic groups, community organizations, and state and federal agencies including the Florida Fish and Wildlife Conservation Commission.

#### **Mike Parsley**

N/A

#### **Harlen Shackelford**

Harlen Shackelford is an experienced freelance marketing consultant with a demonstrated history of working in diverse industries and environments. He is highly skilled in brand management, digital marketing, communications, journalism, ghostwriting, recruiting, and business development.

## ***One-time Publication: Brochure***

<b>First Place</b> TEXAS PARKS AND WILDLIFE DEPARTMENT <i>Urban Wildlife Technical Guidance Program Brochure</i>	<b>Score: 89.00</b>
<b>First Place</b> LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES <i>Applesnail Awareness Brochure</i>	<b>Score: 89.00</b>
<b>Second Place</b> TEXAS PARKS AND WILDLIFE DEPARTMENT <i>Big Time Texas Hunts 2020 – Brochure and Envelope</i>	<b>Score: 87.00</b>
<b>Third Place</b> US FISH AND WILDLIFE SERVICE <i>Santee General Brochure</i>	<b>Score: 86.00</b>
	<b>Maximum Score: 110</b>
	<b>Low Score: 69.67</b>

### ***Judges:***

#### **Eric Cachinero**

Eric Cachinero is a native Nevadan who has turned his adventures and misadventures in the Silver State into a career. After completing his Bachelor of Arts in print journalism at the University of Nevada in 2013, he worked as Associate Editor of Nevada Magazine for 8 years before joining the Nevada Department of Wildlife in 2021 as Public Information Officer/Publications Coordinator for the Conservation Education Division.

#### **Hayley McGhee**

Hayley Riggs McGhee serves as Publications Manager for Guides and Brochures for the Oklahoma Tourism & Recreation Department. She supervises the production of the department's publications and writes many of them, including the yearly Oklahoma Travel Guide and Oklahoma State Parks & Outdoor Guide. She previously served as an assistant sports editor with *The Oklahoman* newspaper, where she designed pages and edited content for the department's award-winning sports section.

#### **Kimberly Taylor**

Kimberly Taylor is a Public Information Specialist (digital) for the New York State Department of Environmental Conservation's web team. Previously, she spent several years writing brochures and publications for the New York State Legislature. She served as a Richard J. Roth Journalism Fellow for the New York State Senate and has taught interviewing at the college level. Kimberly holds a bachelor's degree in Public Communication from the State University of New York College at Buffalo and a master's degree in Communication from the State University of New York College at Brockport.



## ***One-time Publication: Other***

### **First Place**

NEBRASKA GAME AND PARKS  
*Schramm-Turtle Activity Handout*

**Score: 103.67**

### **Second Place**

US FISH AND WILDLIFE SERVICE  
*Theodore Roosevelt Save the Date*

**Score: 99.33**

### **Third Place**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATION  
*Prescribed Fire Workshop*

**Score: 97.33**

**Maximum Score: 110**

### ***Judges:***

**Low Score: 69.67**

#### **Nick Duhe**

Nick Duhe is the Boating Safety Education Coordinator for the Nevada Department of Wildlife in Southern Nevada. He graduated from Southeastern Louisiana University, Geaux Lions, with a bachelor's degree in marketing and a minor in graphic design. He has worked in public outreach or as a graphic designer for the past 26 years. During that time, he has designed everything from a hot sauce logo to large tradeshow exhibits promoting companies at international tradeshows.

#### **Lou Jones**

"She has lived a Forrest Gump life."

#### **Lee Wilmot**

N/A

## ***Poster***

### **First Place**

WYOMING GAME AND FISH DEPARTMENT

*Griz on the go*

**Score: 92.00**

### **Second Place**

WASHINGTON DEPARTMENT OF FISH AND WILDLIFE

*2020 Derby Poster*

**Score: 84.67**

### **Second Place**

OKLAHOMA DEPARTMENT OF WILDLIFE CONSERVATIONO

*Identifying Antlerless Mule Deer*

**Score: 84.67**

### **Third Place**

CALIFORNIA DEPARTMENT OF FISH AND WILDLIFE

*Don't Let It Loose*

**Score: 81.33**

**Maximum Score: 100**

**Low Score: 61.33**

### ***Judges:***

#### **Taylor Main**

Main, from Columbia, S.C., has been a photographer and videographer for the South Carolina Department of Natural Resources for more than two years. Main loves being able to see personal work published for the people of South Carolina to enjoy.

#### **Amanda Stroud**

In January 2015, after 10 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.

#### **Jenifer Wisniewski**

Wisniewski is the chief of outreach and communications for the Tennessee Wildlife Resources Agency and current president of ACI. She has worked actively over the past few years to bring marketing to the forefront of what agencies do to make a difference in recruiting, retaining and reactivating hunters and anglers as well as keeping agencies and the work they do relevant to the public at large. As former marketing and communications manager for the Georgia Department of Natural Resources, her marketing successes increased license revenue overall by more than 25 percent in five years and reduced customer churn by 10 percent. Her successes in Georgia and Tennessee have garnered much attention nationwide and efforts have been featured by national organizations including ACI, 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.

## ***Regulations Publications***

**First Place** **Score: 88.00**  
NEBRASKA GAME AND PARKS  
*2020 Big Game Guide*

**Second Place** **Score: 87.00**  
MISSOURI DEPARTMENT OF CONSERVATION  
*Migratory Bird and Waterfowl Hunting Digest*

**Second Place** **Score: 87.00**  
TENNESSEE WILDLIFE RESOURCES AGENCY  
*Tennessee Hunting Guide*

**Third Place** **Score: 84.67**  
FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION  
*Florida Freshwater Fishing Regulations*

**Maximum Score: 100**  
**Low Score: 74.00**

### ***Judges:***

#### **Cindy Thompson**

Thompson has been managing editor of South Carolina Wildlife magazine for the past three years. In her journalism and marketing career, she served as public information coordinator for the South Carolina Department of Natural Resources in the Wildlife and Freshwater Fisheries Division and in the agency's communications division. She also served in this capacity as administrative coordinator in the Office of the Commissioner at the South Carolina Department of Agriculture. In the private sector, she was an account representative for a marketing and communications firm for more than five years.

#### **Kim Nix**

Kim G. 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.

#### **Samantha Pedder**

N/A