

Engagement, Education & Expectations

*The 2015 George Wright Society Conference
on Parks, Protected Areas, and Cultural Sites*

George Melendez Wright:

Celebrating a Living Legacy

Imagine Excellence:

The 2015 George Wright Society Awards

Oakland Marriott City Center

Oakland, California • Thursday, April 2, 2015

Master of Ceremonies

Nathalie Gagnon

President, George Wright Society

Guests of Honor

James & Pamela Wright Lloyd & Family

Program:

A Tribute to George Melendez Wright

Jerry Emory

California State Parks Foundation

Presentation of the 2015 George Wright Society Awards

Members of the GWS Board of Directors

WHAT IS OUR *praise and pride*
BUT TO *imagine excellence,*



AND *try to make it?*

— RICHARD WILBUR

George Melendez Wright: Celebrating a Living Legacy

A Tribute to George Melendez Wright

JERRY EMORY

California State Parks Foundation

Jerry Emory is the Vice President for Communications and Programs for the California State Parks Foundation (CSPF) in San Francisco, California. Following work with several conservation organizations based out of both Latin America and the Western US, he became a professional writer and communications consultant. He has written 5 books and some 100 magazine articles, including pieces for *National Geographic*, *Sierra*, and *Travel & Leisure*. Prior to join-



ing CSPF, Jerry worked as a consultant with The Nature Conservancy of California, the Packard Foundation's Conservation Program, and most recently he was a Senior Communications Officer at the Gordon and Betty Moore Foundation. He is married to Jeannie Lloyd, one of George Wright's granddaughters, and he has served on the board of the George Wright Society.

The 2015 George Wright Society Awards

Recognition of the Inaugural George Wright Society Student Chapter CLEMSON UNIVERSITY

Represented by Gina Depper, Chapter President

In 2014, Clemson University and the George Wright Society signed a memorandum of understanding to encourage collaboration across a wide range of projects related to parks, protected areas, and cultural sites. At the same time, an existing Clemson organization of parks and recreation students voted to become the first-ever George Wright Society Student Chapter.

GWS Student Chapters bring together like-minded students through the mentorship of professionals and educators on college campuses. The chapters have the freedom to develop their own by-laws and develop objectives that meet the needs of their university and community while striving to carry out the mission of the GWS. Chapter members are especially encouraged to attend the biennial conference, and many of you will have seen numerous Clemson students participating this week.

The Board of Directors welcomes all the members of the Clemson GWS Student Chapter and looks forward to working with you now and throughout your professional careers.

The George Wright Society Communication Award

KURT REPANSHEK

Kurt Repanshek is founder and editor-in-chief of National Parks Traveler (www.nationalparkstraveler.com), which began publication in August 2005 as the very first website dedicated to covering America's national park system. The Traveler appears daily on the internet, and is much more than a travelogue, offering an unique, multimedia blend of original feature stories, debate, discussion and news tied to the parks—natural,



cultural and recreational, as well as newsworthy reporting on the National Park Service itself. Repanshek ensures that all complex and/or controversial issues are presented in a fair and balanced way.

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The Traveler has been noted in the Wall Street Journal Online, Huffington Post, *Los Angeles Times*, Daily Kos, smartmoney.com, backpacker.com, and the U.S. State Department's *National Parks*, *National Legacy* publication. An independent web magazine not affiliated with the National Park Service itself, the Traveler's information and analysis on the parks is available to a world-wide audience. It is carried by Facebook and Twitter, and has an estimated annual readership of more than a million. Few, if any, publications can match National Parks Traveler in providing up-to-date quality analysis and information of the parks to a world-wide audience.

— *nominated by Richard West Sellars*

National parks are an incredibly rich and vibrant part of our American heritage. They bring us delight, exploration, recreation, wonderment, personal as well as scientific discovery, and solitude.

We trace, and preserve, our country's history in the monuments, military parks, and historic sites contained within the National Park System. We marvel at the prehistoric past of the continent that rises to the surface and helps us to both answer questions . . . and raise new ones about that past.

To protect these special places, there constantly needs to be an ongoing stream of stewards and advocates for the parks. At National Parks Traveler, connecting with those individuals is at the heart of our mission.

We do so daily by relating the stories that abound across the park system, by introducing readers the world over to parks from Acadia to Zion, from Noatak National Preserve to Buck Island Reef National Monument and National Park of American Samoa.

National parks, both those in the United States and throughout the world, are fascinating, intriguing destinations, rich in stories tied to natural history as well as cultural history. To be able to tell those stories to an ever-growing global audience is both a privilege and an opportunity to encourage others to be engaged in the perpetuation of the national park idea.

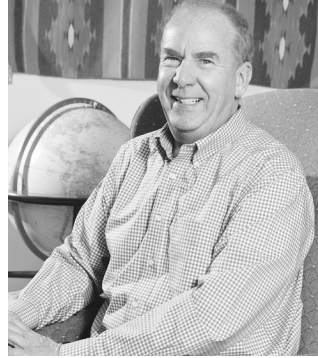
To be recognized by the George Wright Society for the Traveler's coverage is both very humbling and unexpected.

✎ **Kurt Repanshek**

The George Wright Society Cultural Resource Achievement Award

MARK MICHEL

There are few individuals whose lives and careers have a broad and profound impact on the conservation of nature and culture throughout the United States. Mark Michel, founder and President of The Archaeological Conservancy (TAC), is one of those change-agents. In 1980, when Michel established TAC, he single-handedly changed the trajectory of how cultural resources are safeguarded. Michel was instrumental in Congress's passage of the 1979 Archaeological Resources Protection Act, strengthening legal protections against the destruction of archaeology.



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Over the past 35 years, Michel's efforts in advocating for, and effecting, conservation archaeology, cultural heritage stewardship, policy and legislative implementation, and public outreach are unsurpassed. Under Michel's pioneering leadership, TAC remains the only national nonprofit organization dedicated to the permanent protection and management—through site acquisition from private landowners—of America's endangered archaeological sites. An incalculable number of our nation's cultural resources have been saved through his work.

As a harbinger within the conservation community, Michel's resourcefulness, professionalism, and vision directly correlate to TAC's success. By creating a national system of archaeological preserves for future generations to study and enjoy, Michel has helped to ensure survival of our irreplaceable cultural heritage—a lasting legacy for all.

— *nominated by Hilary A. Soderland*

I am deeply honored and profoundly flattered to receive the George Wright Society's Cultural Resource Achievement Award for 2015.

For more than 35 years, I have been privileged to have the opportunity to play a leading role in the preservation of archaeological sites in the United States. From the passage of the Archaeological Resources Protection Act of 1979 to the acquisition of some 500 private archaeological preserves, I have had the opportunity to work with a broad range of preservationists to achieve lasting results. We have also been able to enact legislation to expand and improve our cultural parks at both the state and national level. While there is still much to be done, we have begun a process to reverse the destructive trend of the past century and work for a new era of respect for and preservation of our cultural legacy.

Thank you very much for honoring me with this award.

✶ Mark Michel

The George Wright Society Natural Resource Achievement Award

KAREN TREVIÑO

For nearly a decade, Karen Treviño has led the NPS Natural Sound and Night Sky Division. During this time she has tirelessly grown this program and surrounded herself with an amazing team of acoustic technicians, scientists, policy experts and managers. She has overseen this program in a time of incredible growth and under a strong spotlight from congressional leaders and agencies debating such issues as air tour management and planning, changing vehicular infrastructure, and an economic recession.



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Through it all, Treviño managed the program with an anchor in science and an eye toward sustained policy. To achieve this, she built networks across the U.S. with universities to seek out experts in ecology, social sciences, wildlife, health care, and acoustics and engineering. Thanks to her leadership, the Division has developed programs that monitor soundscape and night sky conditions throughout the national park system, provides technical assistance to staff in many parks, and conducts an innovative program of research in conjunction with university scientists.

Under the conventional interpretation, natural resources in the NPS were defined as soil, water, vegetation, wildlife, and air. Treviño has added natural sounds and night skies to this list, and this is a remarkable and revolutionary innovation in the field of natural resource management.

— *nominated by Robert E. Manning and Peter Newman*

If “the difference between success and failure is a great team,” then I stand before you today with an outstanding team that has achieved astounding success. I am incredibly privileged to be at the helm of such an amazingly talented, committed, and forward-thinking group of people to whom this award really belongs.

And as with all outstanding teams, we have both a home game and an equally talented and committed away game—namely, all of our partners with whom we work nationally and internationally. Chief among them, I’d like to acknowledge Dr. Peter Newman and Dr. Robert Manning, who, even after years of working with me, still felt compelled to nominate me for this award—for which I am both humbled and honored. Thank you both and to all of our natural sounds and night skies supporters.

✦ Karen Treviño

The George Wright Society Social Science Achievement Award

JAMES H. GRAMANN

James Gramann began his social science career in 1975 as a graduate student in the National Park Service (NPS) Cooperative Park Studies Unit at the University of Washington. Since then, he's conducted social science research in numerous national parks, including Yosemite, Mount Rainier, Carlsbad Caverns, and Yellowstone, and at national seashores, historic sites, and battlefields. In 1990–1991, he served part-time as regional research sociologist for the Southwest and Western regions of the NPS, and from 2002–2010 he was appointed full-time as the NPS Visiting Chief Social Scientist in Washington, D.C.



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In this position, Gramann directed numerous applied social science activities, from visitor counting to economic impact assessment, and facilitated cooperative research by university partners. He developed a social science research plan for the NPS's Alaska Region and led the second NPS Comprehensive Survey of the American Public, including a study of racial and ethnic diversity among park visitors and non-visitors. He worked as coordinating social scientist on seven field experiments evaluating programs to increase park visitors' healthful recreation activity, an effort leading to the NPS's "Healthy Parks, Healthy People USA" program.

In 2008–2009, Gramann completed a national needs assessment for a new NPS Socioeconomic Monitoring Program, which is scheduled to begin field testing in 2015. He commissioned an external review of NPS social science in 2007 that resulted in social science becoming a permanent, rather than "visiting," NPS function.

— *nominated by Carena van Riper*

Protected areas are my passion, so I'm humbled that the George Wright Society's selection committee has chosen me to receive its 2015 social science achievement award.

I owe this honor to many people. Donald Field, Rabel Burdge, and the late Grant Sharpe set me on my career path during my undergraduate and graduate studies at the universities of Washington and Illinois. Dennis Fenn facilitated much of my early National Park Service research at Texas A&M University. As the second NPS visiting chief social scientist, I stood on the broad shoulders of Gary Machlis, the first chief. Associate directors Michael Soukup and Herbert Frost provided me with unwavering support during my years in the Washington Office, and Mike has continued to host me during summers at the Schoodic Institute in Acadia National Park while I work on a book.

I wish to thank NPS directors Fran Mainella, Mary Bomar, and Jon Jarvis, whom I served under in Washington. In her retirement, Director Bomar continues to encourage my efforts as a professor at Texas A&M University to educate the next generation of protected area managers. My colleagues at Texas A&M allowed me to work in Washington for eight memorable years and welcomed me back in 2010 with warm smiles and generous support.

Finally, my wife, Jacqueline, who shares my passion for parks, has graciously endured my many long absences from home. To each of you, and to all those that space does not allow me to mention, my genuine thanks.

✦ James H. Gramann

The George Melendez Wright Award for Excellence

ALAN LATOURELLE

In 2002, Alan Latourelle was appointed Chief Executive Officer of Parks Canada Agency and since then Parks Canada has become an international leader in innovative conservation practices, methods for heritage presentation, and providing exceptional experiences. Under Latourelle's leadership, Parks Canada has increased the area of protection for sensitive ecozones by more than 30%, roughly equivalent to the land mass of Greece. This includes the creation of six new national parks, a major expansion of two existing national parks, and two new national marine conservation areas. Additionally, in the past twelve years 105 places of national cultural significance to Canadians have been declared national historic sites.



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This level of conservation and commemoration can only be accomplished through a culture of trust and collaboration. Transforming Parks Canada's culture over the past 12 years is arguably Latourelle's greatest accomplishment as CEO. Latourelle has led through his actions and inspired through his words a culture of inclusion and collaboration, and has assembled a management team and work force that reflect these attributes while seeking practical solutions in our role as stewards of the exceptional places that we are entrusted to care for.

— *nominated by Nathalie Gagnon*

It is an honour to be the first Canadian recipient of the prestigious George Melendez Wright Award, and I want to thank my friends at the George Wright Society for this special recognition. I have been truly blessed to be part of Parks Canada's passionate team of professionals. Each and every day, they share their passion and leadership with Canadians and inspire me to achieve new heights. Together, we have made significant strides in increasing the amount of land that will be protected forever, ensuring that in a century from now, young Canadians will still have the opportunity to experience these special places unimpaired.

This was only made possible because the Aboriginal peoples of Canada opened their hearts and minds to us. They have demonstrated true leadership and trust, putting aside past injustices so that, together, we could build a future of hope and inspiration for our collective great grandchildren. To the elders and community representatives that have helped me grow personally and professionally, I say Mahsii Cho.

Each of our national parks is part of Canada's collective soul and a part of our nation's promise to future generations. To the exceptional youth I have met in my role as CEO, I ask you to please carry the flame, as I have seen first-hand the quality of your leadership and creativity and know you will continue to contribute to your country.

To my wife Josée and my children Geneviève, Mathieu, and Nicolas, thank you for your unwavering love and support.

✦ **Alan Latourelle**



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