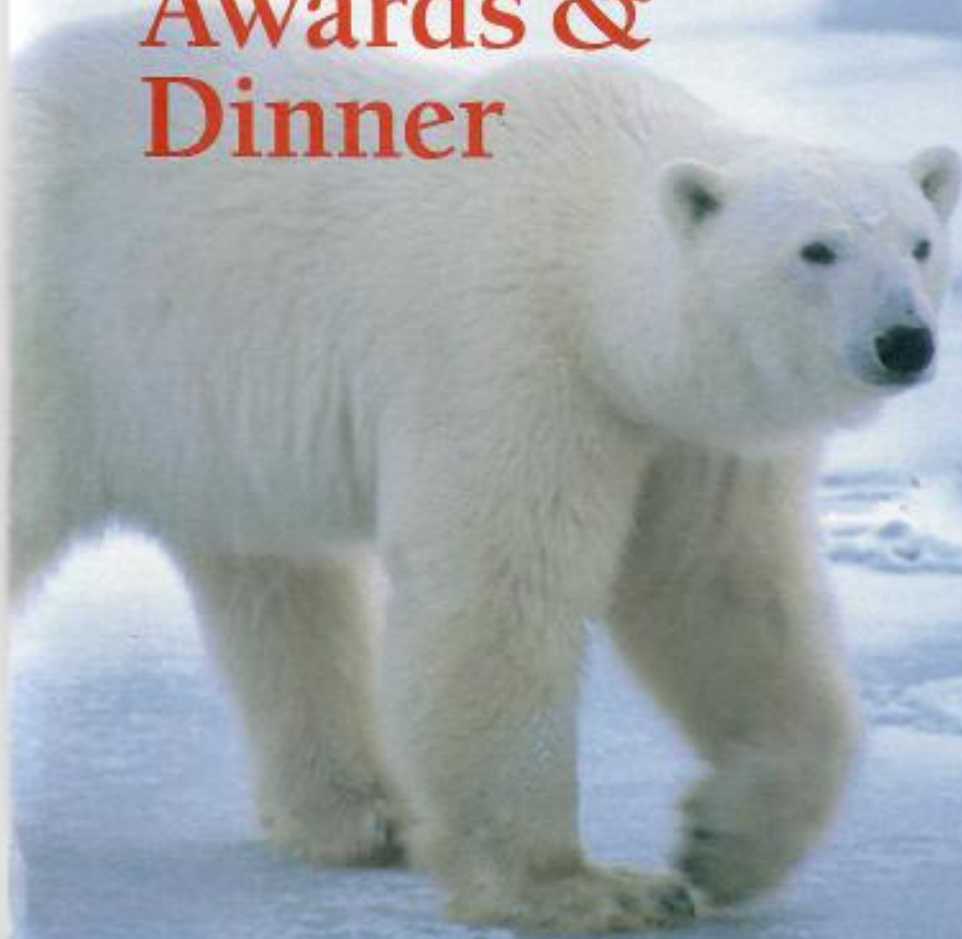


# 2004

## National Conservation Achievement Awards & Dinner

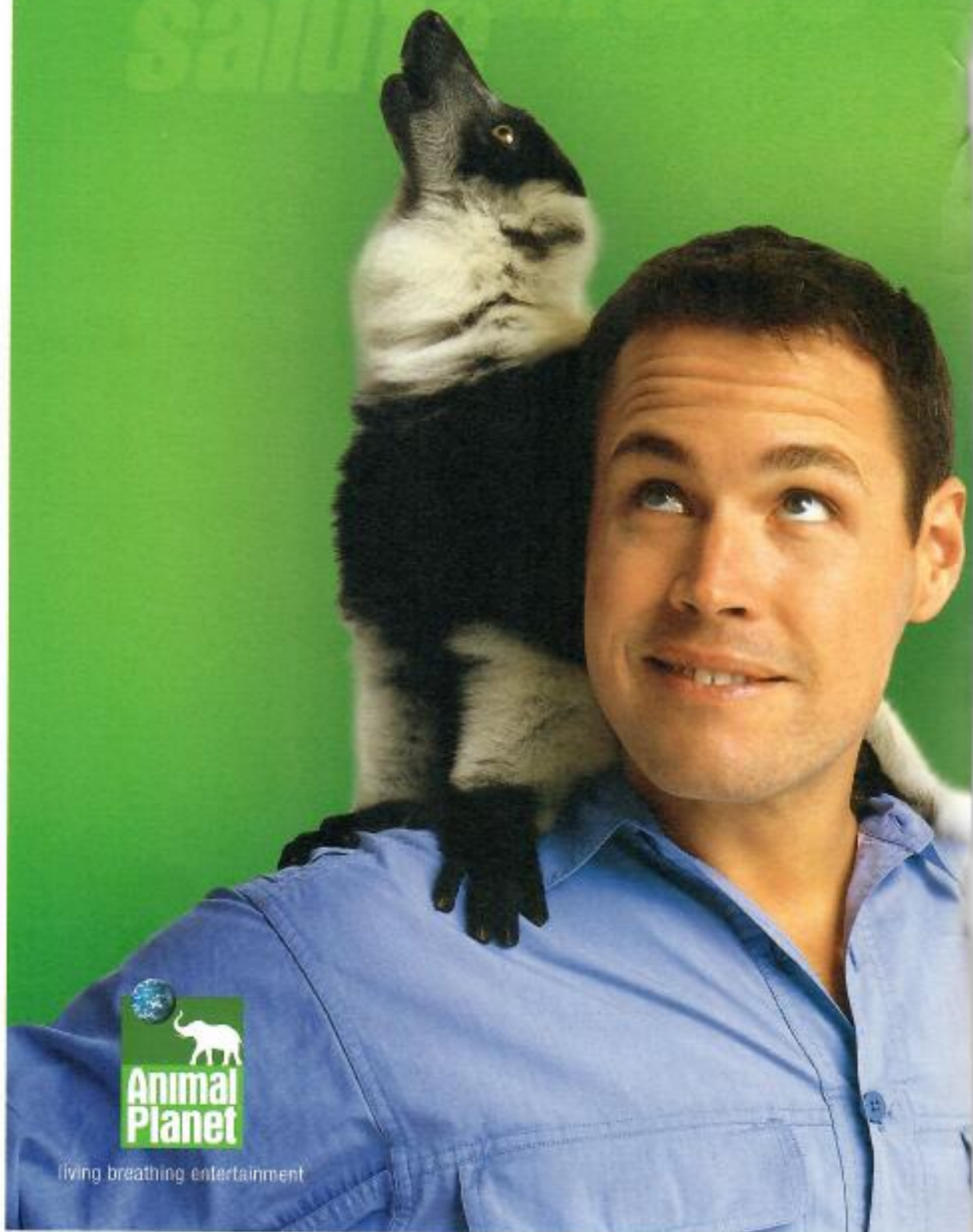


NATIONAL  
WILDLIFE  
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MARCH 31, 2005

The Fairmont Washington, DC

*salute*  
**Jeff Corwin** and all the **Animal Planet** stars  
**salute** the 2004 National Conservation  
Achievement Award *winners*



living breathing entertainment

Presentation of the

# 2004 National Conservation Achievement Awards



Lady Bird Johnson—*Conservationist of the Year*  
Arkansas Wildlife Federation—*Affiliate of the Year*  
Elizabeth Shogren—*Communications*  
Swiss Re—*Corporate Leadership*  
Jeff Belk—*Education*  
Governor Bill Richardson—*Government*  
William Drayton—*International*  
Senator Joseph I. Lieberman and  
Senator John McCain—*Legal/Legislative*  
West Atlanta Watershed Alliance—*Organization*  
The McKnight Foundation—*Philanthropy*  
Paul A. Johnsgard, Ph.D.—*Science*  
George H. Balazs—*Special Achievement*  
Joseph and James Bruchac—*Special Achievement*  
Everett "Brownie" Carson—*Special Achievement*  
Calvin B. DeWitt, Ph.D.—*Special Achievement*  
Alexis Kuiper—*Youth*

*Jeff Corwin, Master of Ceremonies*

*Beatrice Busch von Gontard and Mary Harris,  
Dinner Co-Chairs*

*Thursday, March 31, 2005*

*The Fairmont Washington, D.C.*



*"Until he extends the circle of his  
compassion to all living things,  
man will not himself find peace."*

Albert Schweitzer

With gratitude to the National Wildlife Federation  
and to this year's Conservation Achievement Award recipients  
for their vital roles in preserving our precious natural resources.



Fine printers of catalogs and magazines, including *National Wildlife*

# Program

## Welcome and Introductions

*Larry Schweiger, President*

*Mary Harris and Beatrice Busch von Gontard,  
Dinner Co-Chairs*

*Jeff Corwin  
Wildlife biologist and host, Animal Planet's  
Jeff Corwin Experience and Corwin's Quest*

## Dinner

*Becky Scheibelhut, Chair, Board of Directors*

## National Conservation Achievement Awards

## Closing

*Becky Scheibelhut*

## Dessert and Reception

Digital Impact salutes the  
winners of the 2004 National  
Conservation Achievement Awards



Headquarters  
177 Bovee Road, Suite 200  
San Mateo, CA 94402  
(650) 356-3400

New York  
214 West 39 Street, Penthouse  
New York, NY 10018  
(917) 510-8300

London  
18 Soho Square  
London W1D 3QL  
011 44 207 025 8065

# Menu

## First Course

*Grilled Heart of Palm Salad with Asparagus Spears,  
Plantain Chips, Herb Crusted Goat Cheese,  
Basil Orange Yogurt*

## Entrée

*Duet of Mignonette of Beef Tenderloin and  
Lemon Grass Skewered Halibut  
Saffron Nugget Potatoes and  
Bouquet of Market Fresh Vegetables  
Two tone Merlot and Herb Cream Reduction*

## Dessert

*Sweet Trilogy:  
Chocolate Mousse, Vanilla Crème Brulee and  
Strawberry Sorbet*

## Dessert Reception

*Chocolate-dipped Strawberries  
Coffee and assorted teas accompanied by  
wrapped lemon, rock candy sticks, whipped cream,  
cinnamon sticks and chocolate shavings*

*Organic Fair Trade Coffee courtesy of  
Green Mountain Coffee Roasters*

Wintering habitat for millions of waterfowl and migratory birds.

## Lost?

*"Come visit America's WETLAND for NWF's 70th Annual meeting in New Orleans March 2006"*



America's WETLAND is home to many of our nation's threatened and endangered species. Every 30 minutes, on average, coastal Louisiana loses the equivalent of a football field of land.

If you don't think this affects you...think again.

You can help ensure the future of America's WETLAND, a valuable landscape extending along Louisiana's coast, so there are no additions to the endangered species list. You can help stop the loss. Join America's WETLAND: Campaign to Save Coastal Louisiana before we all lose.



For more information, call 1.866.4WETLAND or visit [www.americaswetland.com](http://www.americaswetland.com)



### World Sponsor of America's WETLAND

Shell is dedicated to raising awareness about the impact of the wetlands' loss and promoting support for efforts to save coastal Louisiana. The preservation of Louisiana's ecosystem and coastline is very important to Shell, its customers, the communities where it operates and the approximately 4,000 employees who live and work in the region.



# Leadership Gifts

(as of March 18, 2005)

*National Wildlife Federation gratefully acknowledges the following sponsors whose support enables us to pursue our mission of protecting wildlife for our children's future.*

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Animal Planet

**Panther Sponsor**  
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Digital Impact, Inc.

**Bison Sponsor**  
**(\$5,000 to \$9,999)**  
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# NATIONAL WILDLIFE FEDERATION

WWW.NWF.ORG

## WE PROTECT WILDLIFE

What do wolves, salmon, panthers, bison, whooping cranes and waterfowl, polar bears and other creatures big and small have in common?

They have the National Wildlife Federation as their advocate.

- We helped return wolves to Yellowstone National Park.
- We are guiding efforts to protect the places endangered whooping cranes and Florida panthers call home.
- We defend America's safeguards and safe-havens for wildlife.
- We build consensus-based solutions for wildlife where we can. We take the case for wildlife to courts when we must.
- We represent wildlife everywhere, from Congress and the White House to the fields and streams of America's wilderness.

## WE GIVE HOPE FOR THE FUTURE OF WILDLIFE

- We believe education is the key to creating a world where wildlife thrives.
- We teach children, families and concerned citizens how they can help protect wildlife.
- We connect homeowners to nature through our *Backyard Wildlife Habitat*™ program.
- We publish *Ranger Rick*® magazine which has guided generations of children, opening their eyes and minds and hearts to the mysteries and wonders of wildlife and the natural world.
- We bring families together for outdoor adventures to experience first-hand the thrill of interacting with the natural world.
- We inspire millions to speak and act for wildlife through our website and award-winning magazines.

## WE ARE AMERICA'S CONSERVATION ORGANIZATION

- We have been working to protect America's wildlife since 1936.
- We represent the power and commitment of four million members and supporters joined by affiliated wildlife organizations in 47 states and territories.
- We channel the energy of thousands of volunteers from all walks of life to take action because they care about wildlife.
- We unite Americans in their shared value of wildlife conservation.

**THE NATIONAL WILDLIFE FEDERATION**  
Protecting wildlife for our children's future



# 2004 National Conservation Achievement Awards



*The National Conservation Achievement Awards were established in 1965 to recognize individuals and organizations playing a leadership role in advancing knowledge and action to protect and restore the environment, wildlife and wild places of our world.*

*Nominations are received from the conservation community and the general public, with winners selected by the National Wildlife Federation Board of Directors.*

## Lady Bird Johnson

### *Conservationist of the Year*

Even as a young child, Claudia Alta Taylor, later nicknamed “Lady Bird” by her nursemaid, loved the outdoors. Raised amid the piney woods of northeast Texas in the small town of Karnack, Lady Bird spent her childhood days roaming the outdoors. Her mother instilled in her a deep appreciation and love for nature. When Lady Bird was just five years old, her mother died and her maternal aunt came to live with the Taylor family. Her aunt continued Mrs. Taylor’s influence, encouraging the young Lady Bird to seek companionship and solace in the outdoors.

After completing her Bachelor of Arts degree at the University of Texas at Austin, Lady Bird Taylor met and married Lyndon Baines Johnson, then an aide to U.S. Representative Richard Kleberg. Shortly after marrying, the Johnsons moved from Washington, DC to Texas, where he administered the National Youth Administration program. Lady Bird’s love of nature led her to urge her husband to create a major NYA youth initiative to build a system of state roadside parks. In 1949, the Johnsons purchased a ranch in the Texas Hill Country that would later become known as the “Texas White House.” After Mrs. Johnson renovated and decorated the house, she focused on the outside, planting many pounds of wildflower seeds. However, she was disappointed in the results, and this led her to consider founding a national organization that would research wildflower propagation and conservation.

Soon after Lyndon Johnson became President in 1963, Lady Bird Johnson established herself as one of the most influential First Ladies in history. She became a national advocate and spokesperson for conservation and natural beauty, instilling in others a desire to protect the wild for future generations. At that time her initiative was called “beautification,” a term that Mrs. Johnson didn’t care for, as she felt it suggested something “cosmetic and trivial.” Through her work, however, she expanded the definition to mean “a total concern for the physical and human quality of the world we pass on to our children.”

In 1965, she formed the Committee for a More Beautiful



© Ronald Sprouse

*Lady Bird Johnson established herself as one of the most influential First Ladies in history. She became a national advocate and spokesperson for conservation and natural beauty, instilling in others a desire to protect the wild for future generations.*



© Luel Barnes Johnson

Capital, which worked to improve the grounds around the Capital's monuments, making them both more attractive and more environmentally friendly. She quickly found support and expanded her campaign to showcase national treasures across the United States.

The Johnson administration was very active in conservation and won major legislative victories, including the Wilderness Act of 1964 and the Highway Beautification Act of 1965, in which Mrs. Johnson took a personal interest.

After leaving Washington, DC in 1969, Mrs. Johnson served on the National Park Service's Advisory board and worked with the Texas Department of Transportation to beautify her home state's highways. After President Johnson's death in 1973, she helped develop and raise funds for Austin's Town Lake Beautification project, creating a hike and bike trail where Austinites find respite to this day. President Gerald Ford recognized her conservation efforts with the Medal of Freedom in 1977.

On her 70<sup>th</sup> birthday, Mrs. Johnson announced that she would donate a parcel of land and \$125,000 to found the National Wildflower Research Center, a nonprofit organization dedicated to the propagation and conservation of wildflowers and native plants. Many of Mrs. Johnson's friends donated funds and the Center's initial endowment grew quickly to \$700,000. Over the last 20 years, the wildflower center has served as a clearinghouse for information about wildflowers and native plants. The Center has featured products for purchase, award-winning articles, renowned botanists, a beautiful place for lovers of nature to spend their time, and for gardeners of all expertise levels to find inspiration. In 1997, the Center's board renamed it Lady Bird Johnson Wildflower Center. Its mission is "to educate people about the environmental necessity, economic value, and natural beauty of native plants."

Mrs. Johnson has said, "Wherever I go in America, the land speaks its own language, in its own regional accent." As a conservation pioneer and a resounding voice for the conservation movement, Lady Bird Johnson's legacy will be teaching each of us to listen closely to the land.

## Arkansas Wildlife Federation

*Affiliate of the Year*



**P**rotecting the environment for future generations. Simply stated, this is the mission of the Arkansas Wildlife Federation (AWF). The group works to ensure the children and grandchildren of Arkansas inherit a world with abundant fish and wildlife, clean rivers and lakes, productive wetlands, beautiful forests and unpolluted air.

AWF has been working to protect Arkansas' natural watersheds, leading the battle for more than 20 years in opposing the U.S. Army Corps of Engineers' plan to create a deeper and wider navigation channel on the Lower White River in eastern Arkansas, one of the nation's most important regions for waterfowl. AWF has also been working tirelessly to prevent construction of the Grand Prairie Irrigation Project's mammoth irrigation pump on the Lower White River, a pump that would take more than 100 billion gallons out of the river annually, harming fish and wildlife habitat.

AWF's special duck committee wrote and published the report, *Improving the Quality of Duck Hunting in Arkansas*. It was researched and written by duck hunters for duck hunters to provide guidance on how waterfowl hunters can take a proactive role in conservation. The report was heavily covered by state and national media and was distributed free to hunters. As a follow up, AWF proposed a set of recommendations to the Arkansas Game and Fish Commission. The commission has adopted some of these recommendations, including the prohibition of spinning wing decoys for the 2005-06 hunting season.

Throughout the years, the affiliate's success has largely come from the broad diversity of its board of directors. Farmers, foresters, doctors, lawyers, business leaders, retirees, teachers, factory workers and other Arkansans serve on the board, leading policy decisions and education projects. Thanks to the diversity of backgrounds among its board members, AWF takes reasonable approaches to conservation issues. AWF has excellent working relationships with state and federal natural resource agencies, industries, NWF, other conservation groups and elected officials.

AWF conducts effective, proactive, conservation education projects, such as innovative farmer/landowner conservation seminars and conservation contests in schools. Recently, AWF has become the manager and administrator of Arkansas Hunters Feeding the Hungry, a program designed to encourage hunters to donate venison and other wild game to the state's less fortunate residents.

Founded in 1936, AWF has enjoyed many successes, and its vitally important work continues today. All 75 counties in Arkansas have benefited from AWF's conservation education projects and conservation work.

AWF is a true conservation leader in Arkansas. Through the efforts of its volunteers and staff it continues to impact and win significant victories for wildlife and wild places.

## Elizabeth Shogren

*Communications*



**F**rom the Florida Everglades to the Rocky Mountain West, Elizabeth Shogren has reported for the *Los Angeles Times* on the impact of Bush administration policies on the environment. Her incisive stories on efforts to remove three decades of U.S. Clean Water Act protection from many American waters were instrumental in capturing the nation's attention about how seriously these new policies would affect people and wildlife. Her writings helped lead to an outpouring of public opposition and to halting one of two administration actions intended to strip federal protections from wetlands, streams and ponds in this country.

In 2003, the administration announced plans to change the rules that determine those types of waters that are covered under the Clean Water Act. At the same time, the U.S. Environmental Protection Agency and the U.S. Army Corps of Engineers issued new guidelines to the staff directly responsible for managing the nation's waters, that immediately stripped Clean Water Act protection from 20 million acres of wetlands, and from many small streams and ponds.

Shogren was often the first reporter on the story to chronicle carefully each development in the administration's efforts to dismantle essential Clean Water Act safeguards. She vividly illustrated the resources at risk from unfettered pollution and destruction and portrayed the people and wildlife in jeopardy.

Shogren's lively and persuasive writing helped garner support for Clean Water Act protection among a powerful constituency: hunters, anglers and other outdoor enthusiasts. Americans responded. From all across the country they sent thousands of letters, prompting 218 members of Congress to urge the administration to halt the rulemaking and repeal the guidelines. The administration abandoned its plans to rewrite the Clean Water Act rules.

In addition to tracking Clean Water Act issues, Shogren brought the *Times'* more than 900,000 daily readers, and 1.3 million Sunday readers, insightful reporting on a range of other national environmental issues, including the risks posed by mercury emissions, global warming and public lands policy. Shogren's innate curiosity, keen eye for detail and determination to cut to the heart of a story place her in the top ranks of American journalism. She is now the national environmental reporter for National Public Radio.

Whether following the U.S. presidential campaign trail, chronicling the breakup of the Soviet Union or uncovering an isolated wetland bulldozed as a result of losing Clean Water Act protections, she has demonstrated a career-long commitment to journalistic excellence. Elizabeth Shogren exemplifies the value that good journalists can bring to foster public understanding and influence of complex environmental policies.

## Swiss Re

### Corporate Leadership

## Swiss Re



A Sharing Solutions Initiative by Swiss Re –  
towards a sustainable future

Swiss Re is demonstrating that global companies can be environmental leaders. The company's response to global warming is helping change the attitudes of policy makers and actions of corporate clients.

As the world's second largest reinsurance company, Swiss Re is in a unique position to see the consequences of changing climate on property, life and health throughout the world. Swiss Re has good reason to be concerned about global warming. The Company believes climate change is real and could have a significant impact on floods, droughts, hurricanes and other natural catastrophes.

"Global warming is a fact," the company told Congress in 2003. "Climate change has the potential to affect the number and severity of these natural catastrophes and result in very significant impact on our business. We believe a domestic regulatory response is both necessary and inevitable."

Swiss Re takes into consideration potential liabilities when insuring companies that are not adopting climate change policies. Swiss Re realizes that it is possible that companies and their officers could eventually be held accountable for their impact on global warming, and when this happens, Director's and Officer's Liability policies could be tapped.

In accordance with Swiss Re's best underwriting practice, the company actively monitors for potential future exposures that may have an adverse impact on the risk profile of Swiss Re and its clients. In 2001, Swiss Re created its Greenhouse Gas Risk Solutions unit to determine how it can play a role in facilitating emissions reductions. The program has been successful in developing a uniform global system for a worldwide emissions trading system. The company has been raising awareness of greenhouse gas emissions constraints in a series of conferences and publications.

Swiss Re has also identified the availability of clean water as a key priority. In its 2002 publication, "The Water Factor," the company details its interest in water quality and quantity issues. In 2002, through its partnership with the River Network, Swiss Re began its sponsorship of RiverSmart, a nationwide public education campaign aimed at raising awareness about the water quality of the nation's rivers.

Swiss Re has demonstrated a broad commitment to conservation. It recently relocated its London employees to a sustainably-designed building. The building uses abundant natural light and natural ventilation to reduce energy consumption. The company's offices in Switzerland comply with the Swiss Minergie standard and result in energy savings of up to 60 percent when compared with traditional buildings. These and other forward-thinking and voluntary measures reflect the company's commitment to sustainability that moves beyond the self-preserving to the visionary.

Swiss Re's business practices are a model for industry leaders. Its commitment to combating global warming proves that successful business and an environmental ethic can—and must—go hand in hand.



## Jeff Belk

### *Education*



**H**ow do you get juniors and seniors in high school to stop looking at the clock? Jeff Belk of Fayetteville, Arkansas found one thing that works: put them in hip waders and take them outside to fish.

His innovative Outdoor Education class integrates healthy alternative activities—such as fly fishing, canoeing, hiking—with environmental science. The class is so successful that four other schools in Arkansas and 29 around the country and Canada are implementing the curricula.

Belk integrates Environmental Science and Physical Education courses and credits. His class exposes students to skills such as tree identification, fish and wildlife management, water and stream ecology, and entomology. Kids hear from environmental experts and then go outside to put into action the theories that they're taught in class. Belk works with physical educators to certify the kids in hunter education and boat and water safety. They also learn archery, orienteering and low-impact camping.

The course is so popular that Belk started an after-school Outdoor Club. He leads more than 60 trips a year and spends two to three weekends per month on trips with his students. Belk believes that while not every student can play team sports, everyone can find a healthy outdoor activity to make their hobby or sport for a lifetime.

This year, Belk received the Arkansas Environmental Education Association's Environmental Educator of the Year award and NWF's affiliate, the Arkansas Wildlife Federation, also awarded him the Educator of the Year. Additionally, many education and conservation groups are awarding Belk grants and donating equipment to help him offer his students the best learning experience possible.

Jeff Belk is revolutionizing the way educators approach environmental education. And, he is transforming the way his students think about the outdoors and inspiring a conservation ethic in them that will last their entire lives.

## Governor Bill Richardson

### Government



New Mexico Governor Bill Richardson has been a national environmental leader since he was elected to Congress in 1982. He served on the House Interior Committee for 15 years and later was appointed United States Ambassador to the United Nations by President Bill Clinton. There, he advocated for national and international policies to conserve the global commons—from the atmosphere, endangered by global warming, to the oceans, to habitat protection, sustainable energy, water quality and development policy.

As a hunter and fisherman, Governor Richardson has breathed new life into state park and wildlife programs. He has worked closely with the state's wildlife conservation community (including NWF) and state agencies to enhance habitat, access to wildlife areas, and hunting and fishing rules in New Mexico.

As U.S. Energy Secretary in President Clinton's Cabinet, Governor Richardson initiated policies to strengthen the nation's commitment to clean energy and to clean up polluted sites across the nation. As an example of his policy, he adopted a strong rule for air conditioner efficiency that was the equivalent of removing more than one million cars from the roads; despite three years of legal challenges by the subsequent Administration, the rule remains in effect today.

Since his election in 2002, Governor Richardson has concentrated significant policy focus on conservation issues. He led the Western Governors' Association to adopt a new clean energy policy specifically calling for 30,000 MW of clean energy by 2015 and 20% energy efficiency by 2020. This policy, co-sponsored by California Governor Arnold Schwarzenegger, surprised analysts across the country and gained editorial support from *The New York Times*, the *Los Angeles Times* and other newspapers throughout the nation. It marks a major turning point for the West.

Governor Richardson has led national support for protection of roadless areas, opposing the Administration's proposal to roll back the Clinton Administration rule protecting 1.6 million acres of roadless area in New Mexico, among other wilderness areas. He has stood side-by-side with sportsmen and ranchers concerned about proposed oil and gas leasing of sensitive wild lands such as New Mexico's Valle Vidal. Standing up for conservation of New Mexico's Otero Mesa—a remnant of the world-class Chihuahuan Desert—he proposed the most comprehensive Governor's alternative to a U.S. Interior Department management plan in history. He was the only Governor to sign onto a national challenge to the Bush Administration's New Source Review rule proposed to relax air pollution cleanup requirements for power plants.

Under the leadership of Governor Bill Richardson, meeting the needs of the people while protecting the environment for the next generation is a concept that is alive and growing in New Mexico. Hopefully other governors will take note and follow his lead.

## William Drayton

*International*



**W**illiam Drayton, one of the most creative thinkers of our era, is founder of Ashoka: Innovators for the Public. Ashoka has funded in 60 countries more than 1,600 "Fellows"—visionary social innovators.

Many are leaders in the fields of environmental protection and nature conservation. Half these social entrepreneurs have changed national policy within five years of their selection.

Drayton says Ashoka's purpose is to empower social leaders who, quite simply, will change the world. With an annual budget of \$20 million, derived mostly from individuals, Ashoka provides early career assistance when it's needed most, before these Fellows become recognized in their field. It also helps them succeed over their long careers and it helps them collaborate.

Drayton's own history is varied and colorful. Even in high school, he knew the value of social activism and was actively engaged in civil rights work with the NAACP. He earned his BA from Harvard and went on to earn degrees from Oxford University and Yale Law School.

Drayton was a public servant, joining the Carter Administration's White House and Environmental Protection Agency. During his time at EPA as an assistant administrator, he successfully introduced a series of major reforms in policy, ranging from emissions trading to the use of economics-defined incentives to remove the advantage of delaying compliance. During the Reagan administration, he founded and led Save EPA, an association of professional environmental managers that helped the Congress, press, citizen groups and the public to understand and block much of the destructive policies proposed by the then-EPA Administrator, Ann Gorsuch. In 1984, with the support that he received unexpectedly when he was elected a MacArthur Fellow, Drayton was able to devote himself fully to founding Ashoka.

Currently, Drayton serves as the Chairman and CEO of Ashoka, based in Arlington, Virginia. Among fellows supported by Ashoka have been some of the world's leading environmental activists and scientists—crusading for rainforest conservation, promoting coffee-growing economies that preserve songbird habitat and enforcing environmental regulations. Their courageous acts have saved wildlife habitat on six continents.

A true leader in the environmental and social justice arena, Bill Drayton continues to sponsor and facilitate the careers of the next generation of social entrepreneurs. His life and career demonstrates how innovation, energy and creative thinking really can change the world.

## Senator Joseph I. Lieberman

*Legal/Legislative*



Now in his third term in the United States Senate representing the state of Connecticut, Senator Joe Lieberman has earned a national reputation as a thoughtful, principled and effective legislator. Senator Lieberman is a passionate advocate for protecting and improving our environment. Since his days as Attorney General of Connecticut, he has fought polluters, challenged businesses to raise environmental standards, held government enforcement agencies accountable and taken the lead to confront global environmental threats.

He has joined with Arizona Senator John McCain in a bipartisan effort to address global warming. Their groundbreaking legislation would create a "cap and trade" system that would harness market forces to help cut greenhouse gas emissions. The Senate considered the bill in October 2003 and it received a strong 43 votes in initial support. Senators Lieberman and McCain have pledged to bring the legislation back to the Senate floor for another vote as soon as possible.

Senator Lieberman is widely recognized as one of the leading experts in Congress on climate change. In the 1990s he was a forceful advocate for proactively confronting this threat, attending major international conferences on the subject.

He has led several successful fights on the Senate floor over the last 14 years to protect the Arctic National Wildlife Refuge from oil drilling. He aggressively fought against drilling proposals in 1991, 1995, 2001, 2003, and in 2005 he is again the lead sponsor of legislation to protect the Refuge permanently, by designating it as wilderness.

He played a significant role in drafting the 1990 Clean Air Act Amendments. This law has helped to reduce smog, acid rain, and other pollutants that foul our air. Recently, he joined Senator John Edwards (D-NC) in opposing regulatory changes that would ease restrictions on large industrial polluters.

Senator Lieberman continues to challenge efforts to undermine public health and environmental protections, such as preservation of public lands and animal waste controls. He has fought throughout his career to make all of our nation's waters swimmable and drinkable. He was a lead co-sponsor of the Clean Water Authority Restoration Act that will prevent a planned regulation to remove up to 50 percent of waters from federal jurisdiction.

In 2004, Senator Lieberman introduced the Long Island Sound Stewardship Act, which is designed to identify, protect, and enhance sites within the Sound ecosystem with significant value.

Senator Lieberman is the Ranking Member and former chairman of the Homeland Security and Governmental Affairs Committee (formerly Governmental Affairs Committee), with oversight responsibilities for a broad range of government activities. In addition, he is a member of the Environment and Public Works Committee, where he sits on the Transportation and Infrastructure Subcommittee, the Fisheries, Wildlife, and Water Subcommittee and the Clean Air, Climate Change and Nuclear Safety Subcommittee; the Armed Services Committee, where he is the Ranking Member on the Subcommittee on AirLand Forces and sits on the Subcommittee on Emerging Threats and Capabilities; and the Small Business Committee.

## Senator John McCain

*Legal/Legislative*



United States Senator John McCain is a courageous leader in the effort to enact a meaningful national policy to curb global warming.

In 2003, Senators McCain and Joe Lieberman overcame the Senate leadership's unwillingness to address global warming by forcing a vote on the Climate Stewardship Act. They threatened to block any energy bill from advancing from the Senate unless their demand for a vote was met. In October 2003, the Senate voted on the legislation, the first vote on any bill requiring industry to reduce global warming pollution. The vote, 43-55, surpassed expectations for support and demonstrated that global warming action is within reach in the Senate. Senators McCain and Lieberman have promised to continue to bring the measure to a vote until it is passed.

The Climate Stewardship Act is a compromise bill that is meant to break what Senator McCain has called "a dangerous deadlock" on the issue. By creating a balanced bill and working aggressively to advance it, the authors also created an opportunity for action. Specifically, the bill requires power plants, oil companies and factories to collectively reduce their total emissions of greenhouse gases to what they emitted in 2000, and it gives them until 2010 to do it. To meet the national emissions goals, the Act lays out a balanced, flexible approach that allows businesses to devise their own solutions, which minimizes the cost of implementation.

Prior to last year's vote on the McCain-Lieberman bill, the global warming debate in Washington was highly polarized, and national action was seen as out of reach. The Senators' work brought others on board and has also inspired a bipartisan coalition of ten Republicans and ten Democrats to introduce a nearly identical bill in the House of Representatives.

In his role as Chairman of the Senate Committee on Commerce, Science, and Transportation, Senator McCain has held numerous hearings with some of the nation's top climate change scientists, business leaders, and others to increase awareness and to encourage support for meaningful policy solutions. He has also pushed for legislation to increase the fuel economy of the nation's motor vehicles. In addition to his partnership with Senator Lieberman on the Climate Stewardship Act, Senator McCain recently co-sponsored the U.S. Army Corps of Engineers Modernization and Improvement Act of 2004 along with Senators Russ Feingold (D-WI) and Tom Daschle (D-SD).

## West Atlanta Watershed Alliance

### Organization

**WAWA**

West Atlanta Watershed Alliance

Since 1995, the West Atlanta Watershed Alliance (WAWA) has been an advocate for preserving green space, protecting and improving water quality and promoting a clean environment within the city of Atlanta. This community-based, volunteer-run organization seeks to preserve and restore the ecological balance of the West Atlanta Watershed by eliminating health hazards which disproportionately affect communities in this region and by advocating for environmental justice.

WAWA has pioneered projects to protect important tracts of greenspace and critical riparian areas along major tributaries of the Chattahoochee River, one of the country's ten most endangered rivers. One of its most recent victories includes work to protect 170 acres of greenspace by developing a multi-stakeholder greenspace coalition and raising \$2 million from major foundations.

As an education organization, WAWA has rallied Atlanta's communities behind the banner of greenspace protection and has lobbied elected officials, convincing them that greenspace is a powerful way to improve the quality of life. Working through public education, direct action organizing and grassroots advocacy, WAWA is part of a coalition to challenge the city of Atlanta to update its crumbling, century-old wastewater infrastructures. The coalition has been successful in garnering record numbers of minorities to participate in public hearings, and to advocate for the implementation of the citizens' plan to rid Atlanta streams of sewage and health hazards. WAWA has also developed several successful environmental education curriculums used by grades K-12 in West Atlanta school systems.

Rooted in advocacy and community organization around environmental justice concerns, WAWA has more than nine years of momentum behind its initiatives. The group is garnering increased recognition and has recently been awarded an organizational assistance program grant sponsored by the Environmental Support Center in Washington, DC. This grant will allow the group to build its capacity and continue its work addressing the environmental and quality of life issues facing West Atlanta communities.

The West Atlanta Watershed Alliance has continued to grow and mature as an agent for change and a voice for Atlanta communities and the West Atlanta Watershed, proving that citizens can make a difference every day. The organization has been referred to as "an inspiring example of true grassroots citizen action that engages diverse and often underserved populations—and gets results!"

# The McKnight Foundation

*Philanthropy*

THE MCKNIGHT FOUNDATION

**T**he McKnight Foundation is based in Minneapolis, Minnesota, and is among the 25 largest foundations in the United States. Established in 1953 by William L. and Maude L. McKnight, the foundation is both a responsive grantmaker that supports grassroots action and a strategic grantmaker that encourages broader system and policy reform.

Since 1989, The Foundation's environment program has grown to more than \$8 million annually. It seeks to maintain and restore the Mississippi River and to promote and develop clean, renewable energy sources in the Upper Midwest. The latter involves a partnership with the Energy Foundation in San Francisco.

The McKnight Foundation takes the long view and invests in the organizational infrastructure necessary to reverse decades of actions and policies that have led to environmental degradation. On the Mississippi River, the foundation's overarching goals are to:

- maintain and restore the Mississippi River by directly increasing land and water protection and restoration,
- expand the capacity of other organizations to do this work, and
- transform systems that impede programs.

Examples of McKnight's transformational work range from increasing conservation incentives for farmers to changing how the Mississippi River is managed by the U.S. Army Corps of Engineers. Because the Corps' fundamental approaches to flood control and navigation projects were directly at odds with the foundation's goal of protecting and restoring the river, the foundation launched an ambitious campaign several years ago to steer the Corps' energies to more restorative approaches that work with the river's natural systems and community needs.

One of McKnight's key strategies was the creation of the Corps Reform Network (CRN), a grassroots coalition of 125 citizens' groups from all corners of the country. NWF receives funding for the network's staffing and infrastructure. CRN and several partners have been successful in stopping, for the fourth consecutive year, the U.S. Army Corps of Engineers and its supporters in Congress from funding environmentally destructive and fiscally wasteful projects on the Mississippi River. And unprecedented progress has been made in advocating real improvements in how the U.S. Army Corps of Engineers will work in the future, making restoration more of a priority.

The McKnight Foundation and its many partner organizations have made great strides toward restoring one of the nation's—and the world's—best-known rivers.

## Paul A. Johnsgard, Ph.D.

### Science



Dr. Paul A. Johnsgard is one of the world's leading ornithologists and conservationists. He is a prolific author and artist, and a foremost authority on cranes and waterfowl. His writings, with concise and easily-read text, are a model of how to effectively bring conservation science to the public.

The Foundation Professor Emeritus of Biological Sciences at the University of Nebraska–Lincoln, Johnsgard has written 50 books, including *The Platte: Channels in Time* and *Those of the Gray Wind: the Sandhill Cranes*. He illustrates his own works. His efforts have helped to make the protection of the Platte River ecosystem a national conservation priority.

"Early spring along the Platte River is sheer magic," Johnsgard writes. "Each year I await the cranes' return to Nebraska with breathless excitement."

Johnsgard was the subject of a 1989 NETV documentary, *A Passion for Birds*, and wrote the script for *Cranes of the Grey Wind* (1990), a PBS Nature special. In 2002, he published *The Nature of Nebraska*, which Joel Sartore, *National Geographic* photographer, called "the new reference book on Nebraska natural history."

Johnsgard is an outspoken advocate for the wildlife he loves, fighting throughout a lifetime to protect Nebraska's natural heritage. He has been active in working with conservation groups and individuals to benefit wildlife and protect unique ecosystems in Nebraska, including work with NWF and Nebraska Wildlife Federation on Platte River recovery efforts.

Johnsgard has said that he spent the first 30 years of his life learning how to become a scientist, and the next 25 trying to become a humanist and artist. Those efforts are reflected in his receipt of the Loren Eiseley Award from Omaha's Clarkson Hospital in 1988, for writings that blend science with humanism, and the Mari Sandoz Award, given by the Nebraska Library Association in 1984 for contributions to the literature of Nebraska.

In 2001 he was honored by the Nebraska section of the National Audubon Society with their Fred Thomas Nebraska Steward Award, and in the same year the Nebraska Wildlife Federation presented him with a Lifetime Achievement Award. He has been a Guggenheim fellow, and has held postdoctoral fellowships from the National Science Foundation and the U.S. Public Health Service. He was the first at his university to win all three major faculty awards: the Distinguished Teaching Award, the Outstanding Research and Creative Activity Award, and a Regent's Professorship.

Few individuals have contributed so much to our understanding and appreciation of the natural world. Professor Paul Johnsgard has changed lives and made the earth a better place by inspiring and mentoring leaders who care about wildlife.



## George H. Balazs

### *Special Achievement*



George Balazs is one of the few Americans who have been instrumental in the comeback of a threatened species in a major part of its range. Among Hawaiians, his name is now synonymous with the *honu* (the Native Hawaiian word for the Hawaiian green sea turtle), and for good reason. For the past 34 years, this NOAA National Marine Fisheries Service biologist has devoted himself to the recovery of a species that might otherwise be extinct in the Hawaiian Archipelago if not for his dedication. He played a major role in getting the species added to the Endangered Species List in 1978, and then led efforts in subsequent years to uncover new information about the reptiles' biology and to educate the people of Hawaii about the islands' sea turtle heritage.

Balazs became interested in the plight of the green turtle in 1971 while working as a fledgling biologist for the University of Hawaii's Institute of Marine Biology. He began to question whether local island fishermen were harvesting the reptiles for their meat at a rate much higher than the turtle population could sustain. After studying historical accounts, he learned that the turtles nested at an isolated, uninhabited atoll, 500 miles from Honolulu. In 1973, he took it upon himself, in cooperation with U.S. Fish and Wildlife Service, to get to the atoll—no easy task—during nesting season. That year, he counted just 67 turtles. For years afterwards, he returned to the site, camping out for weeks at a time, to study the animals and lead their recovery program. Last year, nearly 500 green turtles nested there, and dozens more nested on the main Hawaiian Islands.

Balazs attributes much of the population increase to the protections of the Endangered Species Act. But he also believes that the statewide education effort, in which he has played a major role, has changed perceptions of Hawaii's residents of sea turtles from a source of food to a native species people are proud to protect. "He's a one-man show," says National Marine Fisheries Service veterinarian Robert Morris. "On his days off, what's George doing? He's out doing turtle work someplace. Not only the Hawaiian turtles, but in Japan and all over the world." Indeed, Balazs is now recognized as one of the world's foremost sea turtle experts. His work has been published in numerous scientific publications and he has served as a scientific advisor on a prestigious list of global turtle conservation groups.

In addition to his recovery work and observations at the breeding site, Balazs has gathered important new data about other aspects of the turtles' life cycle. Through the use of radio transmitters, for instance, he has discovered that the animals navigate hundreds of miles each year to feeding areas, without using any landmarks to get their bearings.

George Balazs has dedicated his career and life to the recovery of these magnificent animals and without his efforts the *honu* might be gone forever.

## Joseph and James Bruchac

### Special Achievement



Joseph Bruchac has devoted his life to keeping his native Abenaki heritage alive and sharing his interest in protecting the wonders of nature. He does this through captivating songs and words which leave an indelible mark on all those who hear or read them. He has authored more than 100 books, including *Keepers of the Earth*, and co-authored a number of books with his son James. Much of his writing draws on his Abenaki ancestry. He lives in the same house where he was raised by his maternal grandparents in the Adirondack mountain foothills.

As a professional teller of the traditional tales of the Adirondacks and the Native peoples of the Northeastern Woodlands, Joe Bruchac has performed widely in Europe and throughout the United States, from Florida to Hawaii, and has been featured at the British Storytelling Festival and the National Storytelling Festival in Jonesboro, Tennessee. He has been a storyteller-in-residence for Native American organizations and schools—including the Institute of Alaska Native Arts and the Onondaga Nation School. He discusses Native culture and his books, and hosts storytelling programs at dozens of elementary and secondary schools, as a visiting author. His musical repertoire includes Adirondack ballads, Abenaki songs and traditional American Indian flute playing.

He's been honored with a Rockefeller Humanities fellowship, a National Endowment for the Arts Writing Fellowship for Poetry, the Cherokee Nation Prose Award, the Knickerbocker Award, the Hope S. Dean Award for Notable Achievement in Children's Literature and both the 1998 Writer of the Year Award and the 1998 Storyteller of the Year Award, from the Wordcraft Circle of Native Writers and Storytellers. In 1999, he received the Lifetime Achievement Award from the Native Writers Circle of the Americas.

Author, storyteller, tracker, naturalist, wilderness guide—Jim Bruchac has all these skills. Following in the footsteps of his father, Joseph, he grew up immersed in a world of nature, storytelling and native culture. As an Abenaki storyteller and youngest member of The Adirondack Liars' Club, Bruchac has offered programs for hundreds of schools across the United States. He is an accomplished tracker, and has co-authored two tracking field guides.

Jim Bruchac founded and is head of the Ndaakinnna Wilderness Project, which trains laypersons in the art of tracking and survival. Ndaakinnna staff travel across the United States offering outdoor programs—from animal tracking and wilderness survival skills to guided wilderness adventures. Recently, in an effort to improve his knowledge of the science of tracking, he has made trips to Wyoming and Montana to do field research and training in advanced, professional level tracking with Dr. James Halfpenny, author of *A Field Guide to Mammal Tracking*. During these trips, he has tracked bison, elk, wolves, mountain lions, grizzly bears, and other animals, big and small. Bruchac has trained people from kindergarten students to wildlife officials. He is one of the most popular faculty members at NWF's Family Summits.

PBS featured his work in the series *Adirondack Storytellers*. Jim has authored several children's books, including *How the Chipmunk Got His Stripes*. Locally, Jim is a member of his town's environmental commission and serves on the board of directors of the county-wide land advocacy group, Saratoga PLAN (Preserving Land and Nature). When not on the road, he runs programs at his family's education center and nature preserve. A knowledgeable conservationist, Jim changes people's lives daily with his infectious love of nature and passion for the outdoors.

## Everett “Brownie” Carson

### *Special Achievement*



**T**wenty years ago, a young lawyer dedicated his life to making Maine's environment healthier and safer for the people and wildlife that depend upon it. Two decades later, Brownie Carson's success at achieving that goal is something to celebrate.

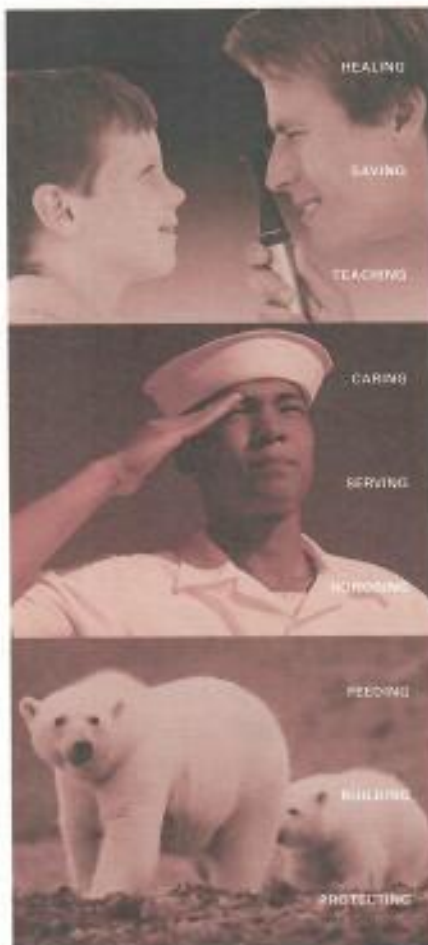
As executive director of the Natural Resources Council of Maine (NRCM), Brownie has led the organization to often seemingly impossible victories for the people of Maine. Many of the state's first-in-the-nation environmental laws are the result of Brownie's persistent efforts both front-and-center and behind-the-scenes in the halls of government. These include expansion of Maine's Bottle Bill to include non-carbonated and alcoholic beverage containers, a law requiring automakers to remove mercury-activated electrical switches, a law mandating manufacturers to collect and safely recycle lead-laden computer monitors and television sets, and the Growth Management Act, which gives local communities the tools to fight sprawl.

One of Brownie's most lauded "firsts"—and personally satisfying achievements—was the removal of the Edwards Dam on the Kennebec River in 1999. With Brownie's leadership, the Natural Resources Council spearheaded a coalition of environmental groups during a ten-year battle. When the dam's license was up, Brownie worked with a legal team to convince federal regulators that the benefits of a free-flowing Kennebec were more valuable than the tiny sum of power the 900-foot-long dam produced. As a result, alewives, sturgeon and other sea-run fish, along with Osprey, Bald Eagles and other wildlife, now flourish in an additional 17 miles of free-flowing river, with more to come.

Brownie's passion, tenacity, eloquence and love of Maine are legendary. He has shaped the Natural Resources Council of Maine into one of the most effective state-based environmental advocacy organizations in the nation. During his tenure, NRCM has grown from a shoestring staff of seven to 26 legal, scientific, policy, outreach and support staff. Under Brownie's leadership, the staff has become extraordinarily effective at educating and organizing Maine citizens to claim their natural heritage by making their voices heard on environmental issues.

Many times, the policies Brownie has helped to establish have had implications far beyond state boundaries. For example, his tireless efforts resulted in Maine's ambitious and precedent-setting global warming pollution reduction goals being enacted into statute in 2003—a law being watched carefully by other states across the country.

His life's work has changed the environmental culture of Maine. In fact, Brownie's most significant accomplishment may be the gradual but profound shift in Maine people's attitudes toward the state's environmental health—a legacy that will last for generations to come.



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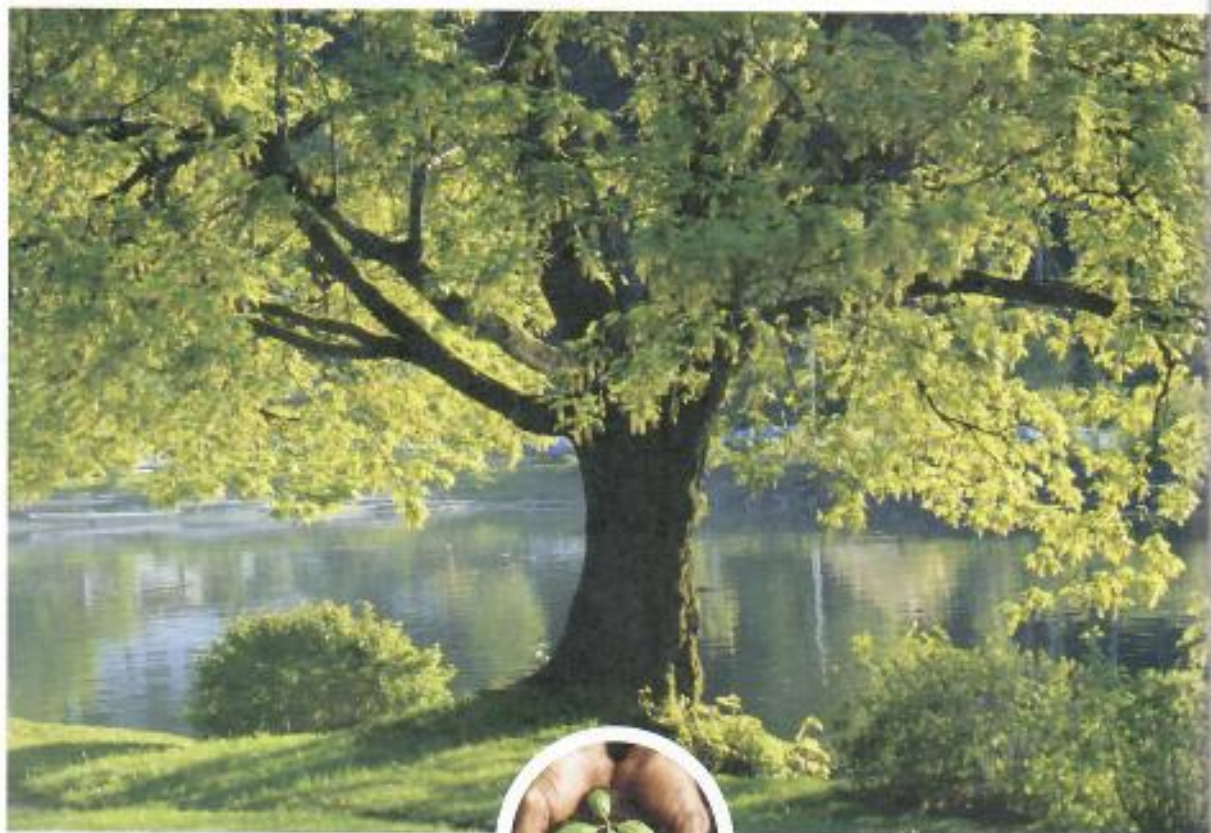
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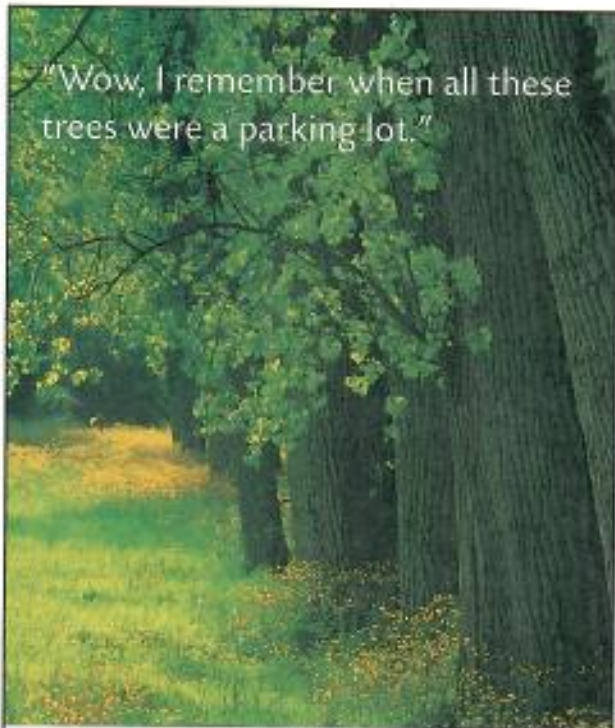
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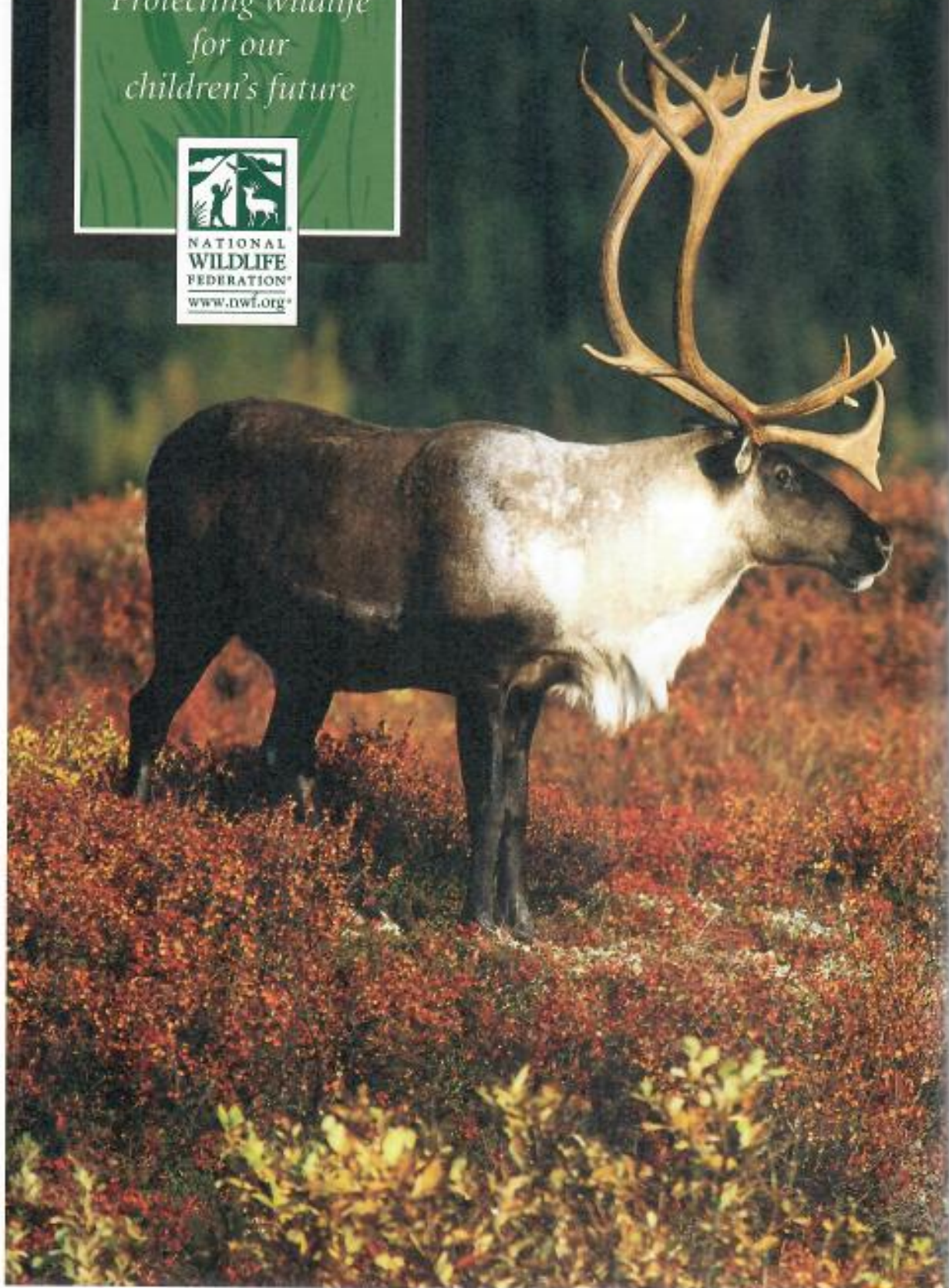
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