

Part XI Helpful Information

Centennial Handbook



*Rather not crank out information
all by yourself? Help is only a phone
call away!*

National Wildlife Refuge System Outreach Team

These team members, including one representative from each region and several from Washington, DC, are your contacts for the Refuge System Centennial. They will keep you informed of Centennial activities and can work with your station.

Region 1

*Susan Saul
External Affairs
phone 503/872 2728
fax 503/231 2122*

Region 2

*Julie Niemann
phone 505/248 6822
fax 505/248 6874*

Region 3

*Chuck Traxler
External Affairs
phone 612/713 5403
fax 612/713 5183*

Region 4

*Vicki McCoy
Special Assistant to RD
phone 404/679 7288
fax 404/679 7276*

Region 5

*Kathy Zeamer
External Affairs
phone 413/253 8527
fax 413/253 8468*

Region 6

*Sheri Fetherman
Refuges Program
phone 303/236 8145 x649
fax 303/236 4792*

Region 7

*Cathy Rezabeck,
External Affairs
phone 907/786 3351
fax 907/786 3844*

Refuge Advisors

*Mike Hedrick, Manager
Charles M. Russell NWR
phone 406/538 8706 x 221
fax 406/538 7521*

Jerome Ford, Manager

*Tensas NWR
phone 318/574 2664
fax 318/574 1624*

Region 9 (W.O.)

*Jim Kurth, Deputy Chief
National Wildlife Refuge System
phone 703/358 1744
fax 703/358 2248*

Vacant, Division Chief

*Visitor Services & Communications
phone 703/358 2029
fax 703/358 2248*

Dennis Prichard

*Centennial Projects Coordinator
phone 703/358 2029
fax 703/358 2248*

Janet Tennyson

*Communication Team Leader
phone 703/358 2029
fax 703/358 2248*

Rachel Levin

*External Affairs
phone 202/208 5631
fax 202/219 9463*

Julia Hathaway

*Congressional Affairs
phone 202/208 5403
fax 202/208 7059*

National Outreach Team

The National Outreach Team consists of a representative from each Region plus the National Outreach Coordinator in Washington, D.C. This team incorporates the Service's messages into the various programs and products, such as the Service exhibit and the regional refuge brochures. Their work helps ensure that we all are reading from the same sheet of paper.

National Outreach Coordinator

Anita Noguera
phone 202/219 1834

National Web Manager

Charlie Grymes
phone 202/219 1822

Region 1

Susan Saul
phone 503/872 2728

Region 2

Tom Bauer
phone 505/766 3940

Region 3

Joan Guilfoyle
phone 612/713 5630

Region 4

Connie Dickard
phone 334/441 5181

Region 5

Marci Caplis
phone 413/253 8321

Region 6

Sharon Rose
phone 303/236 7905

Region 7

Karen Boylan
phone 907/786 3309

Region 9

Mary Maruca
phone 703/358 2195

CA/NV

Patricia Foulk
phone 916/414 6464

Office of Public Affairs

Need help writing a news release? Want to know how to invite the media to an event? Contact your Regional Public Affairs office for assistance. Get the “who, what, where, when, why, and how.”

Region 1

phone 503/231 6120
fax 503/231 2122

Region 2

phone 505/248 6911
fax 505/248 6915

Region 3

phone 612/713 5360
fax 612/713 5280

Region 4

phone 404/679 7289
fax 404/679 7286

Region 5

phone 413/253 8328
fax 413/253 8456

Region 6

phone 303/236 7905
fax 303/236 3815

Region 7

phone 907/786 3309
fax 907/786 3495

Region 9 (W.O.)

phone 202/208 4131
fax 219/208 2428

Region 9 (W.O.)

Other Contacts

Audio Visual

phone 202/208 5611
fax 202/208 7409

Media Services

phone 202/208 5634
fax 219/208 2428

Printing

phone 202/208 4111
fax 202/208 7661

Volunteer Coordinators

Have a question or two about volunteers or the Service's volunteer program? Need a volunteer handbook? Each region, along with the Washington Office, has a Volunteer Coordinator who can help with questions you may have about volunteers or volunteering.

Region 1

*Linda Watters (acting)
Steve Moore
Phone 503/231 6177
Fax 503/231 2364*

Region 2

*Vacant
Art Needleman (acting)
Phone 505/248 6822
Fax 505/248 6874*

Region 3

*Vacant
Tom Worthington (acting)
Phone 612/713 5444
Fax 612/713 5287*

Region 4

*Richard Mattison
Phone 404/679 7178
Fax 404/679 7285*

Region 5

*Jennifer Palaia
Phone 413/253 8303
Fax 413/253 8468*

Region 6

*Tina Proctor
Phone 303/236 8145 x 606
Fax 303/236 4792*

Region 7

*Bill Kirk
Phone 907/786 3391
Fax 907/786 3976*

Region 9 (W.O.)

*Tina Dobrinsky
Phone 703/358 2303
Fax 703/358 1826*

Contracting and General Services

What can we pay for? How can we pay for it? What can we spend government dollars on? What's a cost-share agreement and how do we set one up? The Office of Contracting can provide guidance for all of these questions and more.

Region 1

phone 503/231 6188
fax 503/231 6259

Region 2

phone 505/248 6794
fax 505/248 6791

Region 3

phone 612/713 5212
fax 612/725 1717

Region 4

phone 404/679 4053
fax 404/679 4057

Region 5

phone 413/253 8230
fax 413/253 8450

Region 6

phone 303/236 5412
fax 303/236 4791

Region 7

phone 907/786 3409
fax 907/786 3923

Region 9 (W.O)

phone 703/358 1901
fax 703/358 2264 (contracts)
703/358 1875 (purchasing)

Regional Sign Coordinators

Which entrance sign do I use for my field station? Can I use the blue goose? Questions? These people can help.

Region 1

Vaughn Ruppert
Phone 503/872 2702
Fax 503/231 2364

Region 2

Art Needleman
Phone 505/248 6822
Fax 505/248 6874

Region 3

Vacant
Phone 612/713 5444
Fax 612/713 5287

Region 4

Richard Mattison
Phone 404/679 7178
Fax 404/679 7285

Region 5

Sarah Bevilacqua
Phone 413/253 8515
Fax 413/253 8480

Region 6

Lorrie Beck
Phone 303/236 8145 (x637)
Fax 303/236 4792

Region 7

Dave Patterson
Phone 907/786 3389
Fax 907/786 3976

Region 9 (W.O.)

Rebecca Halbe
Phone 703/358 2365
Fax 703/358 1826

Regional Sign Center

Duane Gaulke
Mandy Kline
Ed Legace
Matt Merchlewitz
Ed Petschow
3 Kansas Street
Winona, MN 55897
Phone 507/452 8487
Fax 507/452 0860

Congressional Affairs

*Need help when it comes to working
with Congress and their staff?
These are the folks to contact.*

Region 1

David Patte
phone 503/231 6120
fax 503/231 2122

Region 2

Vacant
phone 505/248 6931
fax 505/248 6915

Region 3

Jane West
phone 612/713 5314
fax 612/713 5280

Region 4

Ann Feltner
phone 404/679 7275
fax 404/679 7286

Region 5

Marci Caplis
phone 413/253 8321
fax 413/253 8456

Region 6

Sharon Rose
phone 303/236 7905
fax 303/236 3815

Region 7

Jen Kohout
phone 907/786 3687
fax 907/786 3495

Region 9 (W.O.)

Julia Hathaway
phone 202/208 5403
fax 202/208 7059

Publication Coordinators

What is the proper format for a refuge brochure? How about refuge specific fact sheets? Hosting a conference and need help with designing the agenda, not to mention graphics and 1,000 copies? Who do you turn to? Your Publication Coordinators can help.

Region 1

Matt Hasti
phone 503/872 2701
fax 503/231 2364

Region 2

Art Needleman
phone 505/248 6822
fax 505/248 6874

Region 3

Chuck Traxler
phone 612/713 5313
fax 612/713 5183

Region 4

Ellen Marcus
phone 404/679 7179
fax 404/679 7286

Region 5

Diana Weaver
phone 413/253 8329
fax 413/253 8456

Region 6

Melvie Umland
phone 303/236 8145 x 622
fax 303/236 4792

Region 7

Laura Whitehouse
phone 907/786 3373
fax 907/786 3844

Region 9 (W.O.)

Mark Newcastle
phone 202/208 4111
fax 202/208 7661

NCTC

Troy Bunch
phone 304/876 7656
fax 304/876 7241

Additional Resources

Special Events

- FWS Manual Chapter (042 FW1)
- Handbook for Dedications and other Special Events (included in this handbook)

Note: these can be found on the FWS home page

Paid Advertising

- Departmental Manual (470DM1.1E)
- FWS Manual Chapter (115 FW 1.2 E.)
- sii.fws.gov/outreach/advertising.htm

Congress

- sii.fws.gov/r9cla
Guidance, do's and don'ts, and other tips on Congressional Outreach
- <http://thomas.loc.gov/home/thomas2.html>
Legislative information

Media

- sii.fws.gov/r9extaffmediaser.htm
Policy on working with the press and other useful resources
- <http://refuges100.fws.gov>
Information most frequently requested by reporters about the National Wildlife Refuge System

Fundraising

- www.doi.gov/ethics/ethics4.html
Guidance on fundraising and donation activities, including do's and don'ts of partnerships

Partnerships

- <http://www.friends.fws.gov>
- <http://www.volunteers.fws.gov>
- <http://www.refugenet.org>
National Wildlife Refuge Association web site
- www.nfwf.org
National Fish and Wildlife Foundation web site

Note: Look for information about the Refuge Support Group grant program. This program provides grants (\$1,000-\$5,000) to creative and innovative programs that increase the number and effectiveness of organizations interested in assisting the Refuge System nationwide.

- www.audubon.org/campaign/refuge
National Audubon Society web site

- <http://www.nwf.org/affiliates>
National Wildlife Federation chapters

Publications

- www.fws.gov/r9pdm/forms/3-550.pdf
Except for internal documents and general site brochures for refuges and hatcheries, all Service publications must be cleared through the Publications Approval Request process (FWS Form 3-55) before design and printing can start.

Theodore Roosevelt

26th President of the United States, noted conservationist, hunter and birder, Teddy Roosevelt is credited with setting aside the first national wildlife refuge at Pelican Island, Florida, in 1903. Before leaving office in 1909, President Roosevelt created 55 more bird and mammal reservations throughout the United States.



Jay Norwood “Ding” Darling

Nationally recognized for his conservation-minded cartoons and two Pulitzer Prizes, “Ding” accepted President Franklin D. Roosevelt’s offer to head the Bureau of Biological Survey in 1934. Although his tenure as Chief lasted only 18 months, he brought new energy and direction to the agency by creating the first Duck Stamp and acquiring many new refuges.



J. Clark Salyer II

The tireless Chief of the Service's Wildlife Refuge Program for nearly 30 years, Salyer was actively involved in acquiring and expanding numerous refuges across the country. "Ding" Darling noted that "Clark Salyer was the salvation of the Duck Restoration Program of 1934-36. He did most of the work for which I was given credit and awarded medals."



Paul Kroegel

Paul Kroegel was the first manager and game warden of Pelican Island bird reservation. Initially hired by the Audubon Society at a salary of \$1 per month, Warden Kroegel worked for the Bureau of Biological Survey for nearly 20 years to protect the bird rookeries on our first refuge.



Rachel Carson

Hired as a junior aquatic biologist in 1935, Carson remained with the FWS for 17 years before resigning from her position as the Service's Chief Editor to pursue a literary career. Her success as the author of "The Sea Round Us" and "Silent Spring" was based on research performed by FWS scientists in the 1940s and '50s documenting the effects of pesticides on human and wildlife populations.



National Wildlife Refuge System

Centennial Interim Logo and Centennial Design Element (Celebrating a Century of Conservation) **Guidelines for Use**

Purpose

- To promote awareness of the National Wildlife Refuge System's Centennial by consistently using this approved interim Centennial logo and Centennial design element

Sample Uses

- fact sheets
- news releases
- refuge reports
- site brochures
- products, i.e., banners, stickers, posters
- pins

Use with other logos

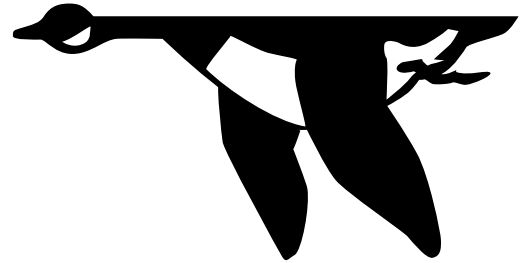
- Service logo must be used in all circumstances, Department of Interior logo is optional

Centennial logo use with accompanying Centennial design element

- set centered beneath the Centennial logo or
- set flush-left to the right of the Centennial logo
- no catchphrases, tag-lines, or slogans will replace any elements of the Centennial logo and Centennial design element

Color

- when printed, if only one ink is used, the logo can be printed in Black or PMS 2738 (blue)
- when using four-color process printing, the logo is a four-color build of PMS 281C
- when the logo is used as a background on the printed page, a tint range of 20-50% is recommended



↑
6 pica (or 1" height)



↑
12 pica (or 2" height)



↑
FWS Graphic Standard
for publications size
4 pica (or 5/8" height)
prints in black or PMS 2738

*Celebrating a
Century
of Conservation!*

*Celebrating a
Century
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Century
of Conservation!*

*Celebrating a
Century
of Conservation!*

Celebrating a
Century
of Conservation!

National Wildlife Refuge System 1903 - 2003



Celebrating a
Century
of Conservation!

National Wildlife Refuge System 1903 - 2003



Celebrating a
Century
of Conservation!

National Wildlife Refuge System 1903 - 2003



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