

NATIONAL WILDLIFE REFUGE SYSTEM



CENTENNIAL
COMMISSION
REPORT

JUNE 2005



CELEBRATING A
CENTURY
of CONSERVATION

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*National Wildlife
Refuge System
Centennial
Commission*

Letter of Transmittal

Chairman, Committee on Resources of the House of Representatives
Chairman, Committee on Environment and Public Works of the Senate

Dear Chairs and Committee Members:

Pursuant to Section 303 (j)(2) of the Fish and Wildlife Programs Improvement and National Wildlife Refuge System Centennial Act of 2000, H.R. 3671, we respectfully submit to your committees a report on the activities carried out under this act during fiscal years 2002-2004. The report outlines the National Wildlife Refuge System Centennial Commission's fulfillment of the requirements of that section.

Appointed in January 2002, the Centennial Commission was charged to prepare in cooperation with Federal, State, local and nongovernmental partners, a plan to commemorate the centennial of the National Wildlife Refuge System beginning on March 14, 2003; coordinate the activities of the partners under the plan; and plan and host, in cooperation with the partners, a conference on the National Wildlife Refuge System, and assist in the activities of the conference.

We are proud of our accomplishments during the past three years and of the continued strength of this effort, as evidenced by the broad support of the National Wildlife Refuge System by old and new partner organizations. This was confirmed by the participation of our partners at each of the many events held across the country and their support of the "Conservation in Action Summit," convened at the end of the centennial celebrations.

We appreciate all contributions, both public and private, that have helped the Commission raise awareness of this wonderful system of lands that delivers benefits to the whole of America.

With the continued commitment of the Refuge System and all its partners, we are making significant progress toward our ultimate goal: conserving public lands for the next 100 years.

With respect,

William P. Horn
Centennial Commission Chairman

COMMISSION CHAIRMAN

William P. Horn
Birch, Horton, Bittner and Cherot
Washington, DC

COMMISSIONERS

Steven A. Williams
Former Director
U.S. Fish and Wildlife Service
Washington, DC

Ramona Seegligson Bass
Texas Wild
Fort Worth Zoo
Fort Worth, TX

Johnny Morris
Founder
Bass Pro Shops, Inc.
Springfield, MO

Lynn Greenwalt
Former Director
U.S. Fish and Wildlife Service
Rockville, MD

Michael Bean
Environmental Defense Fund
Washington, DC

Karl Malone
Utah Jazz
Salt Lake City, UT

Kym Murphy
Corporate Vice President of
Environmental Policy
The Walt Disney Company
Burbank, CA

Jack Hanna
Director Emeritus
Columbus Zoo
Powell, OH

Daniel Pedrotti
Former President
Boone and Crockett Club
Corpus Christi, TX

Peter Coors
Chairman
Coors Brewing Company
Golden, CO

NON VOTING AND EX-OFFICIO MEMBERS

The Honorable James Inhofe
The Honorable Thad Cochran
The Honorable John B. Breaux
The Honorable Robert C. Smith
The Honorable Jim Jeffords
The Honorable John D. Dingell
The Honorable Curt Weldon
The Honorable James V. Hansen
The Honorable Nick J. Rahall, II
The Honorable Richard Pombo



United States Department of the Interior
FISH AND WILDLIFE SERVICE
Washington, DC 20240



Chairman, Committee on Resources of the House of Representatives
Chairman, Committee on Environment and Public Works of the Senate

Dear Chairs and Committee Members:

On behalf of the U.S. Fish and Wildlife Service, and in particular the National Wildlife Refuge System, I want to thank all who participated in the Refuge System's centennial celebrations. I especially thank the members of the Centennial Commission who worked so diligently to make our 100-year milestone a success.

Their work has enlightened millions of people about the precious resources that national wildlife refuges protect and restore, and brought to the forefront the importance of national wildlife refuges to the nation and the hundreds of communities they serve.

The tens of thousands of people who attended the more than 300 Centennial celebrations across the country gained an unprecedented appreciation for our nation's commitment to care for our wildlife and wild places. Although we'll never know exactly how many people were touched by the massive media outreach generated by our Centennial, we do know that millions were introduced to the Refuge System for the first time, and thousands of these will become lifetime supporters for our nation's conservation goals. That *is* making a difference.

We have used the Refuge System's 100-year anniversary not only to celebrate our history, but also as an opportunity to consider the future. The "Conservation in Action" Summit was an uncommon gathering, where, for the first time, we opened the Refuge System to the most candid input from our many partners. The information we garnered is being melded into a collection of shared priorities for the Refuge System, which will serve us for years to come.

The National Wildlife Refuge System is a jewel in the world conservation estate. Thanks to the efforts of the Centennial Commission, more Americans than ever before are aware of this treasure. We know we can count on the support of these Commission members as we move into our next 100 years.

Thanks,

Matt Hogan
Acting Director

INTRODUCTION

The story of Pelican Island, Florida, and the Refuge System that followed is the story of conservation success.

At the end of the 19th century, Florida was one of the primary hunting grounds for feathers. In 1858, witnesses first documented the impact that market hunters were having on egrets, herons and other wading birds at Pelican Island. As many as 60 roseate spoonbills were gunned down each day. The feather trade destroyed almost all of the colonies of wading birds throughout Florida.

The feathers were sold to the fashion industry at twice the price of gold to decorate women's hats. Many bird rookeries were eventually decimated by plume hunters and egg collectors. As a result, Pelican Island became the last viable pelican rookery on Florida's east coast.



Paul Kroegel, first national wildlife refuge manager at Pelican Island NWR.

German immigrant Paul Kroegel, who lived on the Indian River Lagoon overlooking Pelican Island, took a special interest in protecting the remaining pelicans and unwittingly became involved in the "feather wars," the face-off between plume hunters and conservationists. Kroegel rallied influential naturalists to crusade for Pelican Island's protection with the American Ornithologist's Union and the Florida Audubon Society. In 1900, the Lacey Act was passed, the first federal law to protect birds and other wildlife from illegal interstate commerce. The next year, the Florida Audubon Society helped pass Florida's first non-game bird law. Kroegel was commissioned as one of the first Audubon wardens and protected the birds on Pelican Island with legal authority and a 10-gauge shotgun.

By 1903, President Theodore Roosevelt needed little convincing that Pelican Island should be reserved as a breeding ground for native birds. On March 14, 1903, President Roosevelt signed an Executive Order creating Pelican Island as the country's first national wildlife refuge. By doing so, he established what has become the National Wildlife Refuge System. From that humble beginning, 545 national wildlife refuges have been created, conserving nearly 100 million acres of lands and water for the benefit of hundreds of fish, wildlife and plant species.

In the following decades, the Refuge System grew side-by-side with America's conservation movement. Hunters willingly supported the Duck Stamp program, which still provides millions of dollars each year for land conservation and acquisition. Vast refuge units were created from Federal lands. The forerunner of today's U.S. Fish and Wildlife Service worked closely with State fish and wildlife agencies, the sporting community and other conservation organizations to professionally manage and expand the System.

No one could have predicted what an incredible network of public lands the Refuge System would become. Much less could they have predicted the rush of support the System would garner with its 100-year anniversary.

The Centennial Campaign

The National Wildlife Refuge System Improvement Act was passed in 1997, giving the Service a firm foundation for better managing the Refuge System. This was done by providing a clear conservation mission and establishing priority wildlife-dependent public uses, including hunting, fishing, wildlife observation and photography, environmental education and interpretation. That same year, Congress provided the largest funding increase in the System's history. This Congressional support mirrored the growing interest and efforts by numerous conservation organizations including the Cooperative Alliance for Refuge Enhancement, a diverse coalition of 21 organizations with a combined membership of 13 million people.

Congress' continued to support the National Wildlife Refuge System with passage of the Volunteer and Community Partnership Enhancement Act of 1998 and the Transportation Equity Act for the 21st Century. These permitted the Refuge System to enhance and support volunteer programs and the System's road maintenance and construction needs.

A historic moment for the National Wildlife Refuge System took place in 1998 when the U.S. Fish and Wildlife Service mobilized its workforce and partners to chart a future course for the Refuge System. The result was a collective vision called *Fulfilling the Promise*, a comprehensive road map that is the primary vehicle for building a stronger National Wildlife Refuge System.

The cornerstone of the Centennial observation was the National Wildlife Refuge System Centennial Act of 2000. The legislation was instrumental in broadening public understanding and appreciation for the Refuge System, not only increasing and strengthening partnership on its behalf but also bolstering stewardship programs and facilities.

At the core of the Centennial Act was creation of the Centennial Commission. The Commission, made up of distinguished private-sector individuals, was charged with oversight of national outreach activities for the Centennial year. Appointed by the Secretary of the Interior, it was authorized to accept donations of money, property, and services, and to leverage efforts with public and private organizations.

This was combined with a greatly heightened outreach effort by regional offices and individual refuges. Collectively, these efforts, overseen by the commission, invited the American public to discover their National Wildlife Refuge System and engage in partnerships that would protect it well into the future.

COMMISSION GOALS

- *Prepare a plan to communicate the Centennial;*
- *Coordinate the activities of partners under the plan; and*
- *Plan and host a conference and assist in the activities of the partners.*



The Centennial Commission Meeting, held June 2002, in Washington, D.C.

EVENTS

Congressional Reception, Washington, DC

March 13, 2002

To celebrate the appointment of the National Wildlife Refuge System Centennial Commission and acknowledge the work of conservation heroes, a reception was held at the National Botanic Gardens on Capitol Hill. The Commission members and honorees were joined by members of Congress, congressional staffers, government officials and conservation organization leaders to kick off the beginning of centennial activities. “Wild Bird, Inc.” and Congressman Curt Weldon (PA) were honored for their contributions to conservation and environmental education.

Pelican Island

March 14, 2003

Pelican Island National Wildlife Refuge officials hosted thousands of visitors who converged on Sebastian, Florida, and the area around Pelican Island on March 14 to celebrate the Centennial of the National Wildlife Refuge System and this nation’s first national wildlife refuge.

“Pelican Island is not only our first national wildlife refuge, but it is also a National Historic Landmark, a National Wilderness Area and a Wetland of International Importance,” said Paul Tritaik, refuge manager. “In fact the City of Sebastian proudly proclaims itself to be ‘Home of Pelican Island.’” We invited everyone to not only have an opportunity to salute our oldest refuge, but also to learn more about the entire Refuge System.”



The event featured a public program, with Jack Hanna of *Jack Hanna's Animal Adventures* serving as Master of Ceremonies and a live animal show. Speakers included Secretary of the Interior Gale A. Norton; Director of the U.S. Fish and Wildlife Service Steven A. Williams; and Senator Bill Nelson (FL). Roy Disney was present to announce the establishment of the Disney scholarship fund that will be granted through the National Fish and Wildlife Foundation.

The weekend that followed featured an evening concert with Arlo Guthrie and a wildlife festival that is held annually in honor of the Pelican Island National Wildlife Refuge.



Jack Hanna greets and educates young constituents on the value of conservation during a Congressional reception May 24, 2003.

AZA Partnership/Congressional Reception

May 24, 2003

Congressman Wayne Gilchrest (MD) and Jack Hanna, star of *Jack Hanna's Animal Adventures*, welcomed congressional delegates and staff to the Cannon Caucus Room, where the Centennial of the National Wildlife Refuge System was the theme of the evening. Jack Hanna, with the aid of handlers and critters from the Salisbury Zoo, entertained and educated the gathering about the merits of the Refuge System. Awards were presented to the Cooperative Alliance for Refuge Enhancement (CARE) for its steadfast support and to Hanna for his conservation leadership.

The American Zoo and Aquarium Association joined with the Refuge System in several projects and events during the Centennial year to celebrate conservation and further the education work of both organizations.

Bald Eagle Refuge Exhibit

Smithsonian National Zoological Park

July 2, 2003



Deputy Secretary of the Interior J. Steven Griles and Smithsonian National Zoo Director Lucy Spelman joined entertainer Dolly Parton, Centennial Commission members and conservation leaders to officially open the zoo's Bald Eagle Refuge Exhibit— the culmination of a groundbreaking partnership among the zoo, conservation organizations, and the U.S. Fish and Wildlife Service.

“The new Bald Eagle Refuge Exhibit offers a close-up view of the American bald eagle while educating visitors, especially children, about our National Wildlife Refuge System,” said Griles. “Eagles are majestic symbols of America, and zoos and wildlife refuges play a vital role in protecting this treasured national symbol.”

According to Director Spelman, zoos and wildlife refuges are natural partners in a shared conservation mission. “This exhibit will draw visitors to a sometimes overlooked part of the National Zoo and it is an important step in our revitalization efforts. We invite everyone to welcome these magnificent birds to their wonderful new home,” she said.

Housed in a natural setting under a dome of nearly invisible netting, the bald eagles can be easily seen by visitors through a perimeter of bushes, trees and other foliage. The exhibit can be found in the heart of the National Zoo on Valley Trail, which features great North American wildlife, including wolves and sea otters.

“Bald eagles have symbolized our country's freedom and heritage for more than 220 years,” said Parton. “We are excited and proud that Dollywood and the American Eagle Foundation donated these two majestic birds to the National Zoo and are playing a special role in dedicating this new eagle exhibit celebrating America's National Wildlife Refuge System.”

The two flightless eagles in the new exhibit — Sam and Tioga — were injured birds nursed back to health by the American Eagle Foundation. Sam, a female, was found in Washington, while Tioga, a young male, was rescued in Pennsylvania.

Taste for the Wild – Chesapeake Style

October 2, 2003



In celebration of the National Wildlife Refuge System's 100th anniversary, a coalition of U.S. Fish and Wildlife partners around the Chesapeake Bay Watershed joined forces to host a spectacular event for National Wildlife Refuge Week at Patuxent Research Refuge, MD, on October 2, 2003, which attracted 500 participants and netted more than \$250,000 for habitat restoration, land purchases and other projects on the Chesapeake Bay watershed.

Since A Taste for the Wild: Chesapeake Style celebrated 100 years of excellence in conservation, it was only fitting that John L. Morris, founder of Bass Pro, Inc. and one of the nation's great conservationists, co-chaired the event with Bill Horn, Chair of the National Wildlife Refuge System Centennial Commission.

Friends of Patuxent Research Refuge, the Patuxent Research Refuge, the Refuge System, The Conservation Fund, Chesapeake Bay Foundation, National Fish and Wildlife Foundation, Bass Pro Inc., the American Zoo and Aquarium Association combined their considerable resources to help highlight accomplishments of the National Wildlife Refuge System.

This unique partnership was joined by highly acclaimed chefs of Washington, DC, and Springfield, MO, led by Chef Robert Wiedmaier of *Marcel's*. Jeff Buben, *Vidalia and Bistro Bis*; Roberto Donna, *Galileo*; Michel Richard, *Citronelle in the Latham Hotel*; Todd Gray, *Equinox*; Robert Kinkead, *Kinkead's*; Ris Lacoste, *1789*; Cesare Lanfranconi, *Ristorante Tosca*; Brian McBride, *Melrose in the Park Hyatt Hotel*; Kazuhiro Okochi, *Kaz. Sushi Bistro*; Martin Saylor, *Butterfield 9*; David Spychalski, *Maxim*; and Marcel Bonetti, *Corporate Executive Chef for Bass Pro Shops and Hemingway's Blue Water Café in Springfield, MO*.

This event helped to increase the number of conservation advocates to create a healthier Chesapeake Bay. Proceeds benefited wildlife refuges in the Chesapeake Bay watershed and the restoration of the Chesapeake Bay through the Chesapeake Challenge, which matches every donated dollar with \$5 in matching funds to further protect and restore the Chesapeake Bay. The funds are being used for land acquisition and restoration. Projects to date have protected and restored land along the Rappahannock, Nanticoke, and Susquehanna rivers.

Texas Wild! Gala

October 18, 2003



Ramona S. Bass of Fort Worth, Texas, and Daniel A. Pedrotti of Corpus Christi, Texas, members of the National Wildlife Refuge System Centennial Commission, co-hosted a Texas-size gala at the Fort Worth Zoo in celebration of the National Wildlife Refuge System Centennial and benefiting Texas refuges.

Special recognition was paid to the 20 national wildlife refuges in Texas. Grants were awarded to a non-government organization, a zoo and a private landowner that demonstrated successful conservation partnerships with a refuge. By highlighting partnerships and collaborative efforts among private landowners, refuges and other conservation groups, the Texas commissioners showcased the National Wildlife Refuge System's conservation contributions and uniqueness.

The Fort Worth Zoo's *Texas Wild!* exhibit was selected for this high-profile event because its hands-on conservation messages reflected the same tools used by the the National Wildlife Refuge System to inform the public about controlled burning, hunting and rotational grazing.

Texas Governor Rick Perry proclaimed the week of October 19 as Texas National Wildlife Refuge Week and encouraged all Texans to visit their local refuges or accredited zoos to learn more about the importance and uniqueness of refuges. In addition, actor Clint Eastwood recorded an interview on the importance of refuges. Interior Secretary Norton congratulated the Texas refuges for their work.

Customized graphics were created to celebrate Texas National Wildlife Refuge Week. By displaying these graphics, zoos across Texas recognized refuges while stressing the importance of conservation partnerships.

America's Wildest Places

November 7, 2003



"America's Wildest Places" opened at the Smithsonian Natural History Museum on November 7, 2003.

The U.S. Fish and Wildlife Service, the Smithsonian Institution's National Museum of Natural History, and the Federal Highway Administration partnered to produce a major five-month exhibition, which opened November 7, 2003, to celebrate the centennial of the Refuge System.

The exhibition, "America's Wildest Places," covered about 3,000 square feet of the museum and was located directly adjacent to the rotunda on the main floor of the museum – an ideal location to attract and engage visitors.

The goals of the exhibit were:

- Build appreciation and understanding of the Refuge System's programs and partners to conserve wildlife and natural diversity throughout the United States.
- Familiarize the public with the National Scenic Byway System and encourage them to travel throughout the United States and experience firsthand the nation's great natural areas and recreational programs offered on refuges.
- Offer visitors an understanding of how wildlife and habitats are managed.
- Instill a conservation ethic in visitors, encouraging them to become advocates and participants in their communities.

The exhibition targeted the museum's largest group of visitors — the family — and provided information in a variety of formats appropriate for many age levels. The exhibit was designed to recreate the sights and sounds of America's Scenic Byways System and the Refuge System for the museum's 8 million yearly visitors. A traveling version of the exhibition will reach millions of people across the country.

The exhibit used beautiful photography, videos, interpretive panels, an interactive kiosk, some three-dimensional displays, the museum's web page, and printed materials, thus sharing with million of people conservation messages and information about traveling scenic byways.

Conservation in Action Summit

May 24-27, 2004

U.S. Fish and Wildlife Service Director Steve Williams directed the Refuge System to conclude its Centennial year with a substantive gathering of the diverse conservation community – Friends groups, nonprofit and state conservation organizations, partners and supporters— that care for national wildlife refuges. He directed that this cadre of supporters develop a shared set of priorities for the Refuge System for the next five to 15 years. From that direction grew the “Conservation in Action Summit.”

The “Conservation in Action Summit” was held at the National Conservation Training Center in Shepherdstown, West Virginia, May 24 - 27, 2004. Attendees participated in working sessions to find a shared sense of priorities and actionable initiatives to address the complex challenges of wildlife and habitat management, the future of refuge recreation, the important role of science on refuges, and the strategic growth of the Refuge System.

Planning for the “Conservation in Action Summit” began in August 2003, when conservation partners and representatives of the Refuge System and Friends groups gathered in a scoping meeting to identify the most pressing issues they thought challenged the NWRS.

After subsequent discussions and analyses, the partners agreed that the challenges the Refuge System would face in its second century of conservation fell into four topical areas: wildlife and habitat, recreation, science, and strategic growth.

An executive committee included Jim Kurth, Deputy Chief of the National Wildlife Refuge System, Bob Byrne, Wildlife Program Manager of the Wildlife Management Institute (WMI), and Evan Hirsche, president of the National Wildlife Refuge Association. The National Wildlife Refuge Association focuses its attention exclusively on supporting the Refuge System and is the umbrella organization that facilitates coordination among Refuge Friends groups.

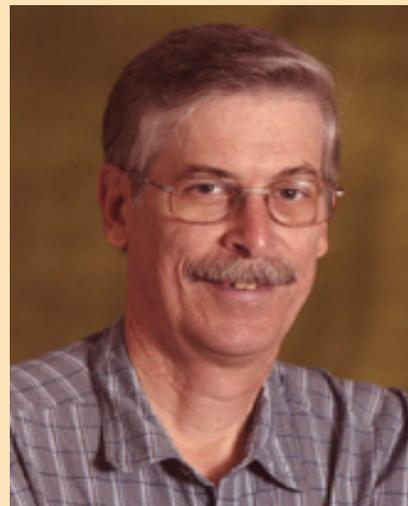
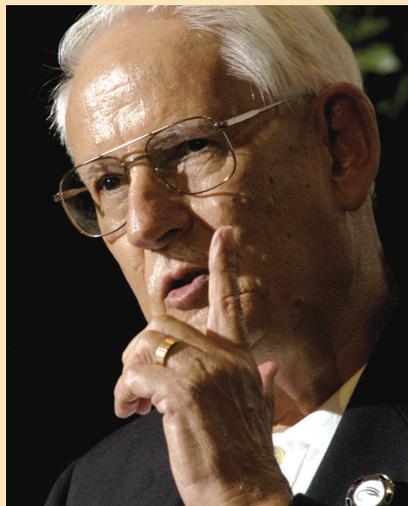
Five teams were charged with fashioning the ideas and potential actions that would be the basis for vibrant discussions during the summit. Each team was chaired by a Refuge System Division Chief and a Regional Chief, who, in turn, selected Fish and Wildlife Service field personnel and members of conservation organizations and Friends groups to serve with them.

Each team, working from an outline of questions, identified how its topical area contributed to fulfillment of the National Wildlife Refuge System Improvement Act, how success could be articulated and measured, and what actions, partnerships and collaborations could be formulated to meet future challenges.

Each team wrote a white paper, which was presented at the Summit and articulated its conclusions while also incorporating the opinions of Service personnel. Independent consultant KRC Research surveyed Fish and Wildlife Service personnel for their opinions. CARE distributed a nearly identical survey to conservation partners and Friends.

Over the last 100 years, people have discovered wildlife refuges. In 1951, refuges hosted just 3.4 million people. Today, about 40 million people annually visit refuges. The numbers will probably increase substantially in the near future as the population grows and Americans realize that visiting America’s public lands – including wildlife refuges – is one way to gain physical and emotional health.

One conclusion clearly emerged from the Summit: In the next 15 years and during the Refuge System’s second century of conservation, collaborative work with national, state, regional, and local partners, refuge professionals and a growing circle of Friends and volunteers is essential to assure the protection of the nation’s natural resources.



Lynn Greenwalt (left) delivered a passionate and energizing speech at the “Conservation in Action Summit.” He and Michael Bean (right) were extensively involved in the development of the Summit and its subject matter.

MEDIA ACHIEVEMENTS

In 2002: Among the priorities of the Centennial Commission was to increase exposure for the National Wildlife Refuge System through the media and other communications channels. Pursuing media exposure was necessary to introduce the Refuge System to a broad array of Americans, thereby providing an opportunity to experience this great network of public lands.

Following assembly of the Commission, the members cooperated with the U.S. Fish and Wildlife Service to establish priority events and initiatives designed to obtain the desired media exposure. Additionally, the Commission and the Refuge System developed a partnership with Bass Pro Shops. Fostered by Bass Pro Shops founder and Commission member, John L. Morris, the agreement resulted in development of television and radio programs as well as retail store, Internet, magazine, and catalog promotions. The Refuge System designed a number of public service announcements for use in Bass Pro Shops catalogs, which reach approximately five million outdoor enthusiasts. In cooperation with Bass Pro Shops, television programs based on refuges aired on, the Outdoor Life Network, and radio promotions aired on outdoor channels across the country. These audio promotions were also used over the public address systems in each of Bass Pro Shops retail outlets. Bass Pro Shops also placed articles in its magazine and donated funds from the opening of new retail outlets for habitat restoration and recreation programs at refuges, an effort that continues today. By far, the Commission's most successful partnership is the work with Bass Pro Shops.

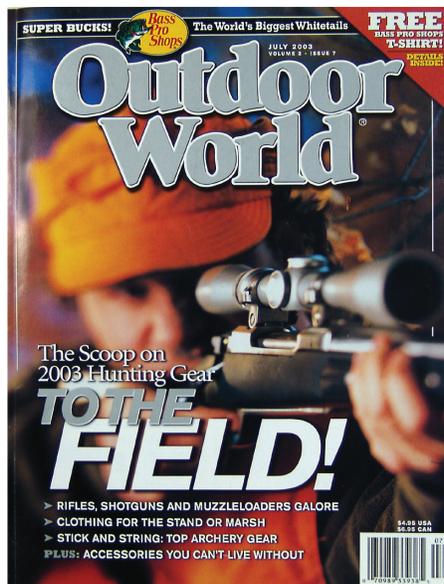


U.S. Fish and Wildlife Director Steve Williams, left, Martin MacDonald, Director, Corporate Public Relations of Bass Pro Shops, and Bass Pro Shops founder Johnny Morris, right, are pictured at the signing of the Centennial partnership agreement.

The Commission took advantage of an existing relationship with the producers of the outdoor programming portion of cable sports network ESPN. Production of a series of two-minute vignettes featured several commission members as they described the unique features and the value of the Refuge System to the American people. Multiple airings delivered the vignettes to more than 1.4 million viewers during weekend airings and hundreds of thousands more on weekdays.

The Refuge System and the Commission also spearheaded development of five public service announcements featuring President Bush, Commission member and celebrity Jack Hanna, NASCAR driver Ward Burton, and several others. All of the public service announcements were created in formats suitable for both broadcast and radio use.

In 2003: The Refuge System and the Commission launched its targeted outreach strategies early in the year. The keystone event and the official launching of the Centennial celebration occurred on March 14 at Pelican Island National Wildlife Refuge. The event was attended by more than 3,000 members of the conservation and local communities, and media coverage reflected the magnitude of the event. Hundreds of articles appeared across the country. Each of the major network affiliates in the Florida market produced stories.



The Refuge System and the Commission also drew attention through media promotion efforts centered on other special events such as the opening of the “America’s Wildest Places,” an exhibit focused on the Refuge System at the Smithsonian National Museum of Natural History, and the Bald Eagle Refuge Exhibit at the National Zoo. Media efforts were highly successful as the Refuge System was featured on numerous occasions in major newspapers including *The Washington Post*, *the New York Times*, and *USA Today*.

In addition to mainstream media success, the Refuge System’s value and contributions to conservation and recreation were also publicized in a majority of State conservation agency publications and magazines from a multitude of conservation groups, including National Audubon Society, Ducks Unlimited, and the American Birding Association. The following table reflects the reach of the collective media efforts.

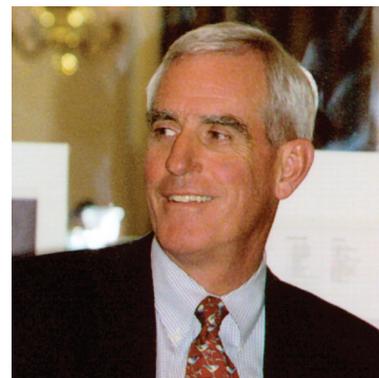
2003	States Reached	Broadcasts	Print Articles	Circulation
1 st Quarter	50 plus*	50	150	44,873,858
2 nd	35	25	85	15,329,608
3 rd	30	15	94	22,832,997
4 th	27	3	81	14,047,846
Totals	50 plus	93	410	97,084,309**

* Articles also appeared in Japan, Canada, and several U.S. territories

** This is a conservative estimate and does not take into account the multiplier of four commonly applied to the total circulation of print media.

The Refuge System and the Commission also distributed public service announcements to more than 1,000 television stations and over 2,000 radio stations, reaching an estimated 95 million Americans.

Furthermore, cooperation with partners achieved wide ranging exposure. Efforts with Bass Pro Shops led to an estimated \$5 million worth of advertising value, and another \$250,000 worth of donations for habitat restoration and recreation programs. ESPN also produced 26 vignettes during 2003, exposing the Refuge System to more than 1 million viewers each weekend, with additional weekday airings reaching additional outdoor enthusiasts. Both partnerships provided opportunities for the Secretary of the Interior, the Director of the U.S. Fish and Wildlife Service, and multiple Centennial Commission members to receive print and broadcast exposure, increasing their ability to advance conservation efforts.



Peter Coors was featured in Delta Airlines' flight magazine. The interview centered around his work in conservation and his appointment to the National Wildlife Refuge System Centennial Commission.

American Zoo and Aquarium Association

The partnership between the National Wildlife Refuge System and the American Zoo and Aquarium Association (AZA) spawned many events and efforts that will benefit both organizations for years to come and help Americans better understand how the work of refuges, zoos and aquaria combine for the long-term conservation of fish and wildlife species.

AZA joined the Refuge System in creating the Bald Eagle Refuge Exhibit at the Smithsonian National Zoological Park in Washington, DC, and developed an education program that expanded the exhibit's reach to more than 200 zoos and aquaria across the country.

AZA also joined in celebrating the Centennial at their annual reception on Capitol Hill and working with the Refuge System on the "Taste of the Wild – Chesapeake Style." AZA also provided valuable public relations contact not only with their publication, but also by placing refuge stories in national publications.



Bald eagles Sam and Tioga enjoy their new home at the Smithsonian National Zoological Park.

Bass Pro Shops, Inc.

During 2004, Bass Pro Shops and the Refuge System enhanced their partnership to provide funds for conservation and the development of recreational facilities on refuges. Bass Pro Shops contributed funds from grand opening events at its new retail locations to the Refuge System for projects that would allow people to enjoy wildlife-dependent recreation, restore habitat, or enable environmental education activities. Bass Pro Shops contributed funds from openings in Florida, Georgia, South Carolina, Virginia, New York, Nevada, Oklahoma, and Pennsylvania. These funds were matched by the Refuge System through the National Fish and Wildlife Foundation which, provided grants to refuges. Using these funds, refuges created new fishing facilities, education kiosks and launched habitat restoration projects.

Chesapeake Bay Challenge Partners

What do you get when you combine the efforts of the U.S. Fish and Wildlife Service - National Wildlife Refuge System, The Conservation Fund, the Chesapeake Bay Foundation, Bass Pro Shops, Inc., American Zoo and Aquarium Association, Friends of Patuxent National Wildlife Research Refuge, the National Fish and Wildlife Foundation, with the work of 13 nationally known chefs? You get a remarkable event, “Taste for the Wild – Chesapeake Style,” that provided more than \$250,000 for habitat restoration, land purchases and other projects around the Chesapeake Bay.

National Fish and Wildlife Foundation

The National Fish and Wildlife Foundation, a private, non-profit, tax-exempt organization established by Congress in 1984, is dedicated to the conservation of fish, wildlife, and plants, and the habitat on which they depend. The foundation seeks to promote healthy populations of fish, wildlife, and plants by generating new commerce for conservation. The foundation meets these goals by creating partnerships between the public and private sectors and strategically invests in conservation and sustainable use of natural resources.

The foundation assisted the Centennial Commission extensively in helping to build relationships between corporate, federal and non-governmental organizations. It provided innovative approaches to building partnerships that benefited the commission, which will also benefit the National Wildlife Refuge System into the next century of conservation.

Since its founding, the foundation has supported over 5,000 grants and leveraged \$210 million in federal funds for more than \$620 million in on-the-ground conservation. The foundation’s work with the Centennial Commission was vital to the success of the Centennial campaign.

The Walt Disney Company



Kym Murphy, Senior Vice President, Environmental Policy, The Walt Disney Company co-chaired the Centennial Scholarship program with Michael Bean of Environmental Defense.

Roy E. Disney, Vice Chairman of The Walt Disney Company, presented a \$100,000 gift on March 13, 2003, to establish a scholarship program for graduate students in conservation and environmental education. The gift created the Centennial Commission Scholarship Fund for Conservation through the National Fish and Wildlife Foundation, part of an overall effort between the U.S. Fish and Wildlife Service and The Walt Disney Company to bring attention to the National Wildlife Refuge System.

The Walt Disney Company also saluted the Centennial through messages and graphics in Disney's Animal Kingdom Theme Park at Walt Disney World Resort, FL, during the Centennial year. Guests could pinpoint refuges near their homes and see four ecosystem exhibits that reflect the diverse habitats of the Refuge System.

Other Disney businesses also promoted the Centennial. Special television programming appeared on ESPN Outdoors; the company's Worldwide Outreach Web site, DisneyHand.com, carried a link to the NWRS site; and ABC carried public service announcements featuring Roy Disney.



Centennial participants celebrate the March 13, 2003, donation The Disney Company presented to the National Wildlife Refuge System. Pictured from left to right: Beth Stevens, Vice President, Disney's Animal Kingdom; Kym Murphy, Senior Vice President, Environmental Policy, The Walt Disney Company; Roy E. Disney, Vice Chairman, The Walt Disney Board of Directors; Gale Norton, Secretary of the Department of the Interior; Bill Horn, Centennial Commission Chair; Bill Warren, Vice President, Public Affairs, The Walt Disney Company.

—Photo by Kent Phillips

MBNA

Interior Secretary Gale Norton praised MBNA Financial Services for its \$200,000 donation to the National Fish and Wildlife Foundation for the Refuge System's Centennial Commission. Some of the donation was used for the "Conservation in Action Summit." The check was the first installment on a \$500,000 donation to support continued planning for the Refuge System and conservation projects on refuges and adjacent lands over the next five years.

"This generous donation," said Norton, "will help support a strong partnership effort with State agencies, Refuge Friends groups and volunteers to help shape the Refuge System in coming years."

"I am grateful, encouraged, and excited to see the Refuge System being ushered into its next century with so much promise and support," said Steve Williams, Director of the U.S. Fish and Wildlife Service.



*MBNA Financial Services presented a check to the National Fish and Wildlife Foundation for the Refuge System's Centennial Commission. Pictured from left to right are Frank McEntee, senior executive vice president for MBNA; Bill Horn, chair of the Refuge System's Centennial Commission; National Fish and Wildlife Foundation Board Chair Max Chapman; USFWS Director Steve Williams; Interior Secretary Gale Norton; and National Fish and Wildlife Foundation Executive Director John Barry.
—Photo by Tami Heilmann/DOI*

Postage Stamp /First Day Issue

The U.S. Postal Service announced production of a stamp honoring the 100th anniversary of the Refuge System. The first day of issue was at Pelican Island on March 14, 2003, and nationwide on March 15, 2003. The stamp featured a striking close-up photograph of a left-facing pelican. "Pelican Island National Wildlife Refuge 1903-2003" appeared in the bottom margin. The Postal Service unveiled the design on October 10, 2002, at the Legoland amusement park in Carlsbad, CA.



Silver NWRS Centennial Medals from the U.S. Mint

The limited edition 2003 National Wildlife Refuge System Centennial Medal Series shared a common obverse honoring President Theodore Roosevelt, the Refuge System's founder, and four successive reverse images of a bald eagle, salmon, elk, and canvasback ducks. The series highlighted the diversity of the Refuge System. A portion of the proceeds went to fund refuge education and interpretive projects.

Production was limited to 35,000 for the bald eagle medal and 25,000 each for the elk, salmon and canvasback ducks designs. A bronze version of the medal featuring the bald eagle design was sold separately. All sold out in record time.

The United States Mint
**2003 NATIONAL WILDLIFE REFUGE SYSTEM
CENTENNIAL MEDAL SERIES**



"Wild beasts and birds are by right not the property merely of the people who are alive today, but the property of unknown generations, whose belongings we have no right to squander"

—Theodore Roosevelt

President Theodore Roosevelt began the National Wildlife Refuge System by establishing the first refuge at Pelican Island, Florida, on March 14, 1903. The System has served a vital role in the conservation of migratory birds, numerous endangered and threatened species, and the habitats on which species of fish and wildlife depend.

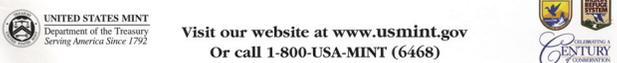
In honor of the System's centennial, the United States Mint, in partnership with the Fish and Wildlife Service and the National Fish and Wildlife Foundation, will produce and sell a commemorative medal series to celebrate this historic milestone. The series will include four silver medals and one bronze. The medals will have a common obverse depicting President Roosevelt while each reverse will feature either an eagle, duck, elk or salmon to represent the diversity of the Refuge System.

The medals will be available directly from the United States Mint and are scheduled for release beginning early summer 2003. Please visit the United States Mint's website for updates and announcements regarding the availability of these historic medals.

"A portion of the proceeds is authorized to benefit the National Wildlife Refuge System and its conservation effort"

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HIGHLIGHTS OF REGIONAL AND REFUGE ACTIVITIES

Centennial Caravan

Highways to Flyways: Centennial Caravan Migrated Along West Coast

Driving a fleet of vehicles brightly decorated with wildlife art, a dozen members of the Friends of Seal Beach National Wildlife Refuge in California created a novel way to celebrate the 100th birthday of America's National Wildlife Refuge System.

Forming a caravan of seven vehicles, the Friends of Seal Beach traveled from March 22 to April 6, 2003, to nine coastal and interior refuges in California, Oregon, and Washington on a quest to follow the Pacific Flyway to highlight the interconnectedness of the refuges as a system of lands protected for wildlife. A festive event welcomed the caravan home on April 6.

The lead vehicle was the Pelican Van, covered with paintings of pelicans and the various habitats along the Pacific Flyway. The van was created by artists John Spoon of Laguna Beach, CA, and Anh Pham of Long Beach, CA.

Organizer Tim Anderson and his fellow travelers came from a wide variety of backgrounds, but they all share a common goal: to protect native wildlife and habitat and to promote a new generation of naturalists with a conservation vision. Most of them are native Californians who watched with dismay as development encroached on the open spaces they loved.

After the Centennial Caravan returned to southern California, the volunteers took their Refuge Centennial message to schools and civic groups in Orange, San Bernardino and Riverside counties throughout 2003.

Support for the Caravan came from the U.S. Fish and Wildlife Service, Refuge Friends groups at the visited refuges, National Audubon Society, Surfrider Foundation, Sierra Club, American Oceans Campaign, National Wildlife Refuge Association, U.S. Ramsar Committee, and the Watchable Wildlife Association.



A fleet of vans driven by Friends of Seal Beach NWR highlighted the National Wildlife Refuge System by driving along the Pacific Flyway.

Centennial Queen Mississippi Riverboat

Travelers experienced the beauty of America's greatest river, the Mississippi River, during the Celebrating a Century of Conservation riverboat cruise aboard the Grand American Queen steamboat, which departed St. Louis, MO, July 26, 2003, and arrived in St. Paul, MN, August 2.

Numerous events were planned aboard the boat and at port city stops at Hannibal, MO, Davenport and Dubuque, IA, LaCrosse, WI, and Wabasha, MN. This centennial-themed adventure included performances by Theodore Roosevelt and Rachel Carson living history interpreters, plus photo and art exhibits, and an eagle release. Travel through the Mark Twain and the Upper Mississippi River refuges rounded out the trip.



The Centennial Queen leaves port from St. Louis, Missouri, July 26, 2003.

Northeast Region Centennial Countdown Tour

The Centennial Countdown Tour in the Northeast Region stands as a shining example of a great success of the National Wildlife Refuge System's Centennial year.

The tour spread word of the Refuge System to millions of people. With more than 45 newspaper articles and five television stories in major media markets, the tour and its message were visible to a huge number of people.

The tour visited 28 national wildlife refuges in 11 states during 13 days, reaching tens of thousands of people. The specially decorated tour bus traveled more than 2,000 miles and ranged from warm Virginia marshes to the rocky and icy Maine coast.

The tour included 23 events that reached officials at all levels of government, including a U.S. Senator, five U.S. Congressmen, a lieutenant governor and dozens of state and local officials. Friends and partners in large numbers supported the tour. Events from celebrations of land acquisitions to live bird demonstrations drew the public and the media.



The Centennial Countdown tour bus visited 28 refuges in 11 states.

APPENDICES

Legislation

Charter

Commission Meeting Notes

*National Fish and Wildlife Foundation
Financial Report on the Commission Account*

TITLE III—NATIONAL WILDLIFE REFUGE SYSTEM CENTENNIAL

SEC. 301. SHORT TITLE.

This title may be cited as the “National Wildlife Refuge System Centennial Act.”

SEC. 302. FINDINGS AND PURPOSES.

(a) FINDINGS.—Congress finds that—

- (1) President Theodore Roosevelt began the National Wildlife Refuge System by establishing the first refuge at Pelican Island, Florida, on March 14, 1903;
- (2) the National Wildlife Refuge System is comprised of more than 93,000,000 acres of Federal land managed by the United States Fish and Wildlife Service in more than 532 individual refuges and thousands of waterfowl production areas located in all 50 States and the territories of the United States;
- (3) the System is the only network of Federal land dedicated singularly to wildlife conservation and where wildlife-dependent recreation and environmental education are priority public uses;
- (4) the System serves a vital role in the conservation of millions of migratory birds, dozens of endangered species and threatened species, some of the premier fisheries of the United States, marine mammals, and the habitats on which such species of fish and wildlife depend;
- (5) each year the System provides millions of Americans with opportunities to participate in wildlife-dependent recreation, including hunting, fishing, and wildlife observation; interpretation, (6)(A) public visitation to national wildlife refuges is growing, with more than 35,000,000 visitors annually; and (B) it is essential that visitor centers and public use facilities be properly constructed, operated, and maintained;
- (7) the National Wildlife Refuge System Volunteer and Community Partnership Enhancement Act of 1998 (16 U.S.C. 742f note; Public Law 105–242), and the amendments made by that Act, significantly enhance the ability of the United States Fish and Wildlife Service to incorporate volunteers and partnerships in refuge management;
- (8) as of the date of the enactment of this Act, the System has an unacceptable backlog of critical operation and maintenance needs; and
- (9) the occasion of the centennial of the System, in 2003, presents a historic opportunity to enhance natural resource stewardship and expand public enjoyment of the national wildlife refuges of the United States.

(b) PURPOSES.—The purposes of this title are—

- (1) to establish a commission to promote awareness by the public of the National Wildlife Refuge System as the System celebrates its centennial in 2003;
- (2) to develop a long-term plan to meet the priority operation, maintenance, and construction needs of the System;

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- (3) to require an annual report on the needs of the System prepared in the context of—
 - (A) the budget submission of the Department of the Interior to the President; and
 - (B) the President’s budget request to Congress; and
- (4) to improve public use programs and facilities of the System to meet the increasing needs of the public for wildlife-dependent recreation in the 21st century.

SEC. 303. NATIONAL WILDLIFE REFUGE SYSTEM CENTENNIAL COMMISSION.

(a) ESTABLISHMENT. — There is established the National Wildlife Refuge System Centennial Commission (referred to in this title as the “Commission”).

(b) MEMBERS. —

(1) IN GENERAL. — The Commission shall be composed of—

- (A) the Director of the United States Fish and Wildlife Service;
- (B) up to 10 individuals appointed by the Secretary of the Interior;
- (C) the chairman and ranking minority member of the Committee on Resources of the House of Representatives and of the Committee on Environment and Public Works of the Senate, who shall be nonvoting members; and
- (D) the congressional representatives of the Migratory Bird Conservation Commission, who shall be nonvoting members.

(2) APPOINTMENTS. —

(A) DEADLINE. — The members of the Commission shall be appointed not later than 90 days after the effective date of this title.

(B) APPOINTMENTS BY THE SECRETARY OF THE INTERIOR. —

(i) IN GENERAL. — The members of the Commission appointed by the Secretary of the Interior under paragraph

(1) (B)—

(I) shall not be officers or employees of the Federal Government; and

(II) shall, in the judgment of the Secretary—

(aa) represent the diverse beneficiaries of the System; and

(bb) have outstanding knowledge or appreciation of wildlife, natural resource management, or wildlife-dependent recreation.

(ii) REPRESENTATION OF VIEWS. — In making appointments under paragraph (1) (B), the Secretary of the Interior shall make every effort to ensure that the views of the hunting, fishing, and wildlife observation communities are represented on the Commission.

(3) VACANCIES. — Any vacancy in the Commission—

(A) shall not affect the power or duties of the Commission; and

(B) shall be expeditiously filled in the same manner as the original appointment was made.

(c) CHAIRPERSON. — The Secretary of the Interior shall appoint one of the members as the Chairperson of the Commission.

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(d) COMPENSATION. —The members of the Commission shall receive no compensation for their service on the Commission.

(e) TRAVEL EXPENSES. —

(1) LEGISLATIVE BRANCH MEMBERS. —The members of the Commission from the legislative branch of the Federal Government shall be allowed necessary travel expenses, as authorized by other law for official travel, while away from their homes or regular places of business in the performance of services for the Commission.

(2) EXECUTIVE BRANCH MEMBERS. —The members of the Commission from the executive branch of the Federal Government shall be allowed necessary travel expenses in accordance with section 5702 of title 5, United States Code, while away from their homes or regular places of business in the performance of services for the Commission.

(3) OTHER MEMBERS AND STAFF. —The members of the Commission appointed by the Secretary of the Interior and staff of the Commission may be allowed necessary travel expenses as authorized by section 5702 of title 5, United States Code, while away from their homes or regular places of business in the performance of services for the Commission.

(f) DUTIES. —The Commission shall —

(1) prepare, in cooperation with Federal, State, local, and nongovernmental partners, a plan to commemorate the centennial of the National Wildlife Refuge System beginning on March 14, 2003;

(2) coordinate the activities of the partners under the plan;
and

(3) plan and host, in cooperation with the partners, a conference on the National Wildlife Refuge System, and assist in the activities of the conference.

(g) STAFF. —Subject to the availability of appropriations, the Commission may employ such staff as are necessary to carry out the duties of the Commission.

(h) DONATIONS. —

(1) IN GENERAL. —The Commission may, in accordance with criteria established under paragraph (2), accept and use donations of money, personal property, or personal services.

(2) CRITERIA. —The Commission shall establish written criteria to be used in determining whether the acceptance of gifts or donations under paragraph (1) would —

(A) reflect unfavorably on the ability of the Commission or any employee of the Commission to carry out its responsibilities or official duties in a fair and objective manner;
or

(B) compromise the integrity or the appearance of the integrity of any person involved in the activities of the Commission.

(i) ADMINISTRATIVE SUPPORT. —Upon the request of the Commission—

(1) the Secretary of the Interior, acting through the Director of the United States Fish and Wildlife Service, may provide to the Commission such administrative support services as are necessary for the Commission to carry out the duties of the Commission under this title, including services relating to budgeting, accounting, financial reporting, personnel, and procurement; and

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(2) the head of any other appropriate Federal agency may provide to the Commission such advice and assistance, with or without reimbursement, as are appropriate to assist the Commission in carrying out the duties of the Commission.

(j) REPORTS.—

(1) ANNUAL REPORTS.—Not later than 1 year after the effective date of this title, and annually thereafter, the Commission shall submit to Congress a report on the activities and plans of the Commission.

(2) FINAL REPORT.—Not later than September 30, 2004, the Commission shall submit to the Committee on Resources of the House of Representatives and the Committee on Environment and Public Works of the Senate a final report on the activities of the Commission, including an accounting of all funds received and expended by the Commission.

(k) TERMINATION.—

(1) IN GENERAL.—The Commission shall terminate 90 days after the date on which the Commission submits the final report under subsection (j).

(2) DISPOSITION OF MATERIALS.—Upon termination of the Commission and after consultation with the Archivist of the United States and the Secretary of the Smithsonian Institution, the Secretary of the Interior may—

(A) (i) deposit all books, manuscripts, miscellaneous printed matter, memorabilia, relics, and other similar materials of the Commission relating to the centennial of the National Wildlife Refuge System in Federal, State, or local libraries or museums; or

(ii) otherwise dispose of such materials; and

(B) (i) use other property acquired by the Commission for the purposes of the National Wildlife Refuge System; or

(ii) treat such property as excess property.

SEC. 304. LONG-TERM PLANNING AND ANNUAL REPORTING REQUIREMENTS REGARDING THE OPERATION AND MAINTENANCE BACKLOG.

(a) UNIFIED LONG-TERM PLAN.—Not later than March 1, 2002, the Secretary of the Interior shall prepare and submit to Congress and the President a unified long-term plan to address priority operation, maintenance, and construction needs of the National Wildlife Refuge System, including—

(1) priority staffing needs of the System; and

(2) operation, maintenance, and construction needs as identified in—

(A) the Refuge Operating Needs System;

(B) the Maintenance Management System;

(C) the 5-year deferred maintenance list;

(D) the 5-year construction list;

(E) the United States Fish and Wildlife Service report entitled “Fulfilling the Promise of America’s National Wildlife Refuge System”; and

(F) individual refuge comprehensive conservation plans.

(b) ANNUAL SUBMISSION.—Beginning with the submission to Congress of the budget for fiscal year 2003, the Secretary of the

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Interior shall prepare and submit to Congress, in the context of each annual budget submission, a report that contains—

(1) an assessment of expenditures in the prior, current, and upcoming fiscal years to meet the operation and maintenance backlog as identified in the long-term plan under subsection (a); and

(2) a specification of transition costs, in the prior, current, and upcoming fiscal years, as identified in the analysis of newly acquired refuge land prepared by the Department of the Interior, and a description of the method used to determine the priority status of the transition costs.

SEC. 305. YEAR OF THE NATIONAL WILDLIFE REFUGE.

(a) **FINDING.**—Congress finds that designation of the year 2003 as the “Year of the National Wildlife Refuge” would promote the goal of increasing public appreciation of the importance of the National Wildlife Refuge System.

(b) **PROCLAMATION.**—The President is requested to issue a proclamation calling on the people of the United States to conduct appropriate programs, ceremonies, and activities to accomplish the goal of such a year.

SEC. 306. AUTHORIZATION OF APPROPRIATIONS.

There are authorized to be appropriated to carry out the activities of the Commission under this title—

(1) \$100,000 for fiscal year 2001; and

(2) \$250,000 for each of fiscal years 2002 through 2004.

SEC. 307. EFFECTIVE DATE.

This title takes effect on January 20, 2001.

Speaker of the House of Representatives.

*Vice President of the United States and
President of the Senate.*

United States Department of the Interior National Wildlife Refuge System

Centennial Commission Charter

Official Designation: National Wildlife Refuge System Centennial Commission.

Scope and Objectives: The Commission will provide advice and recommendations to promote awareness by the public of the National Wildlife Refuge System as the System celebrates its centennial in 2003.

Duration: The Commission will terminate 90 days after the date on which the Commission submits the final report to the Committee on Resources of the House of Representatives and the Committee on Environment and Public Works of the Senate on the activities of the Commission, including an accounting of all funds received and expended by the Commission.

Agency or Official to Whom the Committee Reports:

Secretary, Department of the Interior through the Director, United States Fish and Wildlife Service or the Director's designee.

Bureau Responsible for Providing Necessary Support: United States Fish and Wildlife Service.

Estimated Annual Operating Costs: The estimated annual operating costs associated with supporting the Commission's functions are estimated to be \$100,000 for fiscal year 2001 and \$250,000 for each of fiscal years 2002 through 2004, including all direct and indirect expenses. It is estimated that 1 FTE will be required to support the Commission at a cost of approximately \$100,000 per year (including travel expenses).

Description of Duties: The Commission will provide advice and recommendations for preparation, in cooperation with Federal, State, local, and nongovernmental partners, a plan to commemorate the centennial of the National Wildlife Refuge System beginning on March 14, 2003. The Commission will coordinate the activities of the partners under the plan; and plan and host, in cooperation with the partners, a conference on the National Wildlife Refuge System, and assist in the activities of the conference.

Allowances for Commission Members (compensation, travel, per diem, etc.): The members of the Commission will receive no compensation for their service on the Commission. Travel expenses for members:

a. **Legislative Branch:** The members of the Commission from the legislative branch of the Federal Government will be allowed necessary travel expenses, as authorized by other law for official travel, while away from their homes or regular places of business in the performance of services for the Commission.

b. **Executive Branch:** The members of the Commission from the executive branch of the Federal Government will be allowed necessary travel expenses in accordance with section 5702 of title 5, United States Code, while away from their homes or regular places of business in the performance of services for the Commission.

c. **Other Staff:** The members of the Commission appointed by the Secretary of the Interior and staff of the Commission may be allowed necessary travel expenses as authorized by section 5702 of title 5, United States Code, while away from their homes or regular places of business in the performance of services for the Commission.

Estimated Number and Frequency of Meetings: It is anticipated that the Commission will meet at least two times per year, but at least once annually. The Commission will not elect officers, take positions on issues, or offer advice or recommendations with less than eight voting members in attendance.

Termination Date: The Commission is subject to the provisions of the Federal Advisory Committee Act (FACA), 5 U.S.C. Appendix 2 and will take no action unless the charter filing requirements of section 9 of FACA have been complied with. Pursuant to H.R. 3671, the Commission will continue to exist until 90 days after the date on which the Commission submits the final report to the Committee on Resources of the House of Representatives and the Committee on Environment and Public Works of the Senate (not later than September 30, 2004). However, the continuous operation of the Commission is subject to review and rechartering every 2 years.

Committee Membership: The Commission is composed of:

- a. The Director of the United States Fish and Wildlife Service;
- b. Up to 10 individuals appointed by the Secretary of the Interior who represent the diverse beneficiaries of the System and have outstanding knowledge or appreciation of wildlife, natural resource management, or wildlife-dependent recreation;
- c. The chairman and ranking minority member of the Committee on Resources of the House of Representatives and of the Committee on Environment and Public Works of the Senate, who are non-voting members; and
- d. The congressional representatives of the Migratory Bird Conservation Commission, who are nonvoting members. The Designated Federal Officer is the Chief, National Wildlife Refuge System.

Reports:

Not later than January 20, 2002, and annually thereafter, the Commission shall submit to Congress a report on the activities and plans of the Commission.

Subgroups: The Commission may establish such workgroups or subcommittees as it deems necessary for the purposes of compiling information or conducting research. However, such workgroups may not conduct business and must report to the full committee.

Authority: H.R. 3671, Fish and Wildlife Programs Improvement and National Wildlife Refuge System Centennial Act of 2000 (Engrossed Senate Amendment).

National Wildlife Refuge System Centennial Commission Meeting

12-13 March 2002
Executive Overview

The National Wildlife Refuge System Centennial Commission met on March 12-13, 2002, in Washington, DC. Mr. William P. Horn chaired the two-day session. Eight distinguished Commission Members actively participated in the discussions. The Commission Members were joined at various points by the Secretary of the Interior, the Assistant Secretary for Fish, Wildlife and Parks, the Director of the Fish and Wildlife Service, the Chief of the National Wildlife Refuge System (NWRS), more than 25 Refuge Managers, and staff members from the Fish and Wildlife Service's NWR System.

During the two days of discussions, the following points were raised and addressed (for specific details please refer to full meeting notes):

- Centennial Commission Meeting Logistics
- Introduction of the Commission Members
- Statutory Duties of the Commission: prepare the plan, coordinate activities under the plan, and host a major Conference in 2003
- Potential Duties beyond the statutory requirements: introduce the NWRS to the body politic, internal congratulations, find issues of commonality and areas for support
- Description of the 4 proposed Committees: Conference Committee, Fundraising/Finance Committee, Project/Activities Committee, and National Events Committee
- Discussion of the Definition of the NWRS and the Nomenclature
- Discussion of "how" the Commission will achieve the goals
- Committee Selection
- Presentation from Powell-Tate (Public Relations Contractor)
- Presentation by Smithsonian Institution

■ Description of the activities and preliminary budget allocation

Smithsonian Exhibit
Pelican Island
Centennial Conference
Zoo Partnerships
U.S. Postage Stamp Series
Coordinated Special Events
Visitor Services Initiatives
Media Outreach / Availabilities
Commemorative Books
Duck Stamp Contest
Conservation Education
Web site and Distance Learning
Habitat Restoration Initiative / Centennial Fund
Hunting and Fishing Guidebook
NWRS Commemorative Calendar
Imax Film
Centennial Scholars Fund
Specific Interest of Commission Members

■ Committee Duties and Member Selection

■ Budget Recap and preliminary allocations

- Smithsonian Exhibit \$2.0 million
- Events \$750,000
- Centennial Fund \$5.0 million
- Hunting and Fishing Guidebook \$300,000
- Centennial Website \$250,000
- Centennial Conference \$1.8 million
- Decision to Reconvene in July

National Wildlife Refuge System Centennial Commission Meeting

18 & 19 June 2002
Executive Overview

The National Wildlife Refuge System Centennial Commission met on June 18-19, 2002, in Washington, DC. Mr. William P. Horn chaired the session. Nearly a dozen distinguished Commission Members and senior officials of the Fish and Wildlife Service actively participated in the discussions.

The focus for the first afternoon was a series of presentations about proposed activities and the media-planning component. The second day was a closed session during which the Commission focused on project approvals, budget items, sponsorship agreements, attracting partners, and fund-raising strategies.

The highlights of the Centennial Commission meeting are as follows: (for specific details please refer to full meeting notes):

- Resolution to place the Commission under the TPIA
- Presentations on the following activities: Habitat Restoration Initiative, Disney Events, Smithsonian Events, Centennial Conference, Website Component, Hunting and Fishing Guidebook, Scholarships, Media Plans/Events (Media Team, TV, Print, Other), 4 National Events
- Centennial Conference: authorization of a \$2.3 million target, interest in competitive bidding, consideration of nominal registration fees and strategic partnerships to defray administrative costs
- Smithsonian Events: approval of the Smithsonian & Traveling Exhibit at \$ 2.5 million target
- Habitat Restoration Fund: resolved to capitalize the fund, create a name, administer through the National Fish and Wildlife Foundation on a challenge/matching grant basis, for Aprojects either on refuges or on private lands with a nexus to Refuge units, @ and a target of \$20 million
- Hunting and Fishing Guide: approval to issue an RFP
- Web site: approval to prepare an RFP with target amount of \$250,000 (for review by Commission)
- Pilot Curriculum: Commission Member(s) to meet with FWS educators to develop proposal for September meeting
- Refuge Cooperators Program: suggestion to investigate details before September meeting
- Centennial Scholarship Fund: conceptual approval of scholarship for graduate level, wildlife studies, individual applicants, and appropriate criteria, \$ 1 million target (for consideration at September meeting)
- National Events: approval of 4 national events with a target of \$750,000
- Sponsorship/Donor Discussion: suggestion to increase the donor levels, discussion about the use of logos, discussion about potential donors, decision to draft an introductory letter for use by Commission Members
- Decision to reconvene September 24-25, 2002

National Wildlife Refuge System Centennial Commission Meeting

24 & 25 September 2002

Executive Overview

The National Wildlife Refuge System Centennial Commission met on September 24-25, 2002, in Washington, DC. Mr. William P. Horn chaired the session. More than a dozen distinguished Commission Members and senior officials of the Fish and Wildlife Service actively participated in the discussions.

The focus for the first afternoon was a series of updates on approved efforts and presentations on proposed activities, a description of media efforts, and a ceremony to honor two partnerships. The second day was a closed session during which the Commission discussed fund-raising strategies and talked in-depth about the Smithsonian Exhibit and potential TV Special.

The highlights of the Centennial Commission meeting are as follows: (for specific details please refer to full meeting notes):

- Presentations on the following activities: Refuge Week, Pelican Island, and smaller events
- Presentation and lengthy discussion about a potential TV Special to be held in conjunction with the events at Pelican Island
- Update on the planning for the Centennial Conference/Celebration. Explanation of the proposed agenda for the 4-day event and a list of upcoming tasks. Praise and feedback from the Commission.
- Review of the status of the request for proposals (RFP) for the production of the Centennial Conference/Celebration. Decision to review the submissions and provide feedback to Commission Members in the coming weeks.
- Update on the status of the Smithsonian and Traveling Exhibit. Consideration of optimum start date and level of funding. High-level discussions with Smithsonian staff to follow. Additional promotional material to be provided to Commission Members for use in fund raising efforts.
- Presentation on the recent activities related to the National Zoo/AZA Project
- Description of the status of the Hunting and Fishing Guide and authorization to release the RFP
- Update on the progress of the Website and authorization to release the RFP
- Presentation on development of a Conservation Education Program. FWS will coordinate their efforts with Commission Member Malone
- Review of the Media Efforts including print media, TV, Public Service Announcements, B-roll footage, and partnerships
- Signing of a MOU with Bass Pro Shops
- Donation from Disney for the Scholarship Fund
- Updates from the Commission Members and Chair on their fund-raising efforts as well as suggestions for potential sources of funding
- Additional discussions about the feasibility of a TV Special in connection with the Centennial. Decision to continue discussions with the proposed producer. Consideration given to funding and scheduling constraints.
- In-depth discussion about the budgetary implications of the Smithsonian Exhibit as well as the potential benefits to sponsors and the Refuge System.
- Decision to reconvene in early January 2003 (with brief conference calls in November and December 2002 as needed).

National Wildlife Refuge System Centennial Commission Meeting

7 & 8 January 2003
Executive Overview

The National Wildlife Refuge System Centennial Commission met on January 7-8, 2003, at the Dulles Airport Hyatt in suburban Washington, DC. Mr. William P. Horn chaired the session. More than a dozen distinguished Commission Members and senior officials of the Fish and Wildlife Service actively participated in the discussions.

The focus of the first afternoon was a series of updates and presentations as well as a description of the media plan. During the second day, the Commission discussed fund-raising strategies and budgetary issues.

The highlights of the Centennial Commission meeting are as follows: (for specific details please refer to full meeting notes):

- Update on the Centennial Conference/Celebration and a presentation by the Baruch-Gayton Entertainment Group (in association with the Creative Group) about current plans.
- Update on the status of the Smithsonian Exhibit. The Chair indicated that the script is nearly complete and almost ready for presentation to potential sponsors
- Presentation on the recent activities related to the National Zoo/AZA Project. Construction commences Feb 03, Volunteer day April 22, a media opening is planned for July 2 and the exhibit will open to the public on July 4, 2003.
- Website RFP process not successful but other options being explored. Information about the Centennial available on the FWS Web Site.
- Partnership Agreements and/or Memorandums of Understanding with nearly a dozen entities.
- Conservation Education Program is ready to proceed when sponsors are committed.
- Presentation about the planning and schedule of events at Pelican Island (March 13-16, 2003).
- Review of the media efforts (including viewing of taped Public Service Announcements).
- Discussion about drafting of bylines, use of Powell-Tate media consultants, use of FWS Public Affairs, and the Online System for Campaign Activity Reporting (OSCAR).
- Suggestion to discuss fund raising participation of NFWF as soon as possible.
- Consideration of approaching Partner Groups for sponsorship of specific segments of the Conference.
- Discussion about the Conference exhibit space and potential trade show.
- Approval of the basic outline of the Conference and authorization of Commissioner Bean and Commissioner Greenwalt to continue their efforts on behalf of the Commission.
- Decision to reconvene on March 13, 2003, in Vero Beach, FL (in connection with the Pelican Island Celebration).

National Wildlife Refuge System Centennial Commission Meeting

March 13, 2003

Executive Overview

The National Wildlife Refuge System Centennial Commission met on March 13, 2003, in Vero Beach, Florida. Mr. William P. Horn chaired the session. More than a dozen distinguished Commission Members and senior officials of the Fish and Wildlife Service actively participated in the discussions.

The focus for the first afternoon was a briefing on the March 14 activities and series of updates on approved efforts and presentations on proposed activities, a description of media efforts, and discussion on fundraising efforts.

Items for discussion were:

- Fundraising
- Presentation of Professional Fundraiser
- Individual Commissioner activity updates
- Centennial Conference Update
- Budget and fundraising deadlines for the conference
- Media Update
- The group adjourned to participate in the Centennial Celebration activities

Accounting Report for National Wildlife Refuge Centennial Celebration Fund

Cooperative Agreement No. 7WD-04200

Date	Individual/Organization	Activity	Credit	Debit
18-Oct-2002	Walt Disney World Company	Corporate donation; earmarked for Scholarship Program	\$100,000.00	
2-Feb-2003	Allyson Rowell	Individual donation	\$1,000.00	
2-Feb-2003	Lynn A. Greenwalt	Individual donation	\$1,000.00	
2-Feb-2003	Mr. & Mrs. Jack B. Hanna	Individual donation	\$1,000.00	
2-Feb-2003	Helen Cough	Individual donation	\$500.00	
2-Feb-2003	820 Management Trust	Corporate donation	\$10,000.00	
2-Feb-2003	William P. Horn	Individual donation	\$1,000.00	
20-Mar-2003	Disney Worldwide Services, Inc.	Corporate donation	\$2,500.00	
24-Mar-2003	Coors Brewing Company	Corporate donation	\$10,000.00	
2-Apr-2003	Johnny Morris Foundation	Foundation donation	\$10,000.00	
9-May-2003	U.S. Fish & Wildlife Service, Oregon	Reimbursement for hiring Centennial consultant	\$1,648.03	
9-May-2003	Jonathan Kronsberg	Consultant for Centennial Fundraiser		(\$1,648.03)
20-May-2003	Jonathan Kronsberg	Consultant for Centennial Fundraiser		(\$1,513.74)
17-Jun-2003	Jonathan Kronsberg	Consultant for Centennial Fundraiser		(\$26,386.65)
14-Aug-2003	Jonathan Kronsberg	Consultant for Centennial Fundraiser		(\$1,085.61)
17-Oct-2003	Pope and Young Club	Organization donation	\$1,000.00	
24-Oct-2003	Heather Sims	Individual donation	\$300.00	
24-Oct-2003	Mary Burke	Individual donation	\$100.00	
24-Oct-2003	Derrick Crandall	Individual donation	\$100.00	
24-Oct-2003	Ralph and Janice Peterson	Individual donation	\$200.00	
24-Oct-2003	Holiday Obrecht	Individual donation	\$200.00	
N/A	Bank activity	Net investment income for 2003	\$1,715.79	
N/A	National Fish & Wildlife Foundation	Maintenance fees for 2003		(\$20,644.01)

Accounting Report Continued

Date	Individual/Organization	Activity	Credit	Debit
26-Apr-2004	MBNA	Corporate Donation	\$51,933.22	
14-May-2004	Jefferson City High School	Conservation in Action Summit at FWS National Conservation Training Center		(\$200.00)
14-May-2004	Rosalee T. Hume	Conservation in Action Summit at FWS National Conservation Training Center		(\$435.00)
14-May-2004	Jefferson City High School	Conservation in Action Summit at FWS National Conservation Training Center		(\$500.00)
14-May-2004	Allen Advertising	Conservation in Action Summit at FWS National Conservation Training Center		(\$671.95)
14-May-2004	Gary Jackson	Conservation in Action Summit at FWS National Conservation Training Center		(\$400.00)
30-Nov-2004	Alecandre Cole-Corde	Disney Scholarship Award for research on Juvenile Shark Food Habits in Florida Estuaries		(\$5,000.00)
30-Nov-2004	Leandra de Sousa	Disney Scholarship Award for research on Seabird Ecology in the Gulf of Alaska		(\$5,000.00)
Pending, 23-Dec-04	Pamela Pannozzo	Disney Scholarship Award for research on Methodology for Tree Island Condition Assessment		(\$7,500.00)
Pending, 23-Dec-04	Katherine Simmons	Disney Scholarship Award for research on Effects of Human Disturbances on Birds in Refuges		(\$5,000.00)
Pending, 23-Dec-04	Jessie Thomas	Disney Scholarship Award for research on Freshwater Habitat Utilization in American Eels		(\$5,000.00)
Pending, 3-Jan-05	Occassions Caterers	National Wildlife Refuge Reception in Washington, D.C., on 10/13/04		(\$3,170.00)
N/A	Bank activity	Net investment income for 2004, as of 12/21/04	\$526.00	
N/A	National Fish and Wildlife Foundation	Maintenance fees for 2004		(\$17,045.82)
			\$194,723.04	(\$101,200.81)
			\$93,522.23	

**Remaining Funds

**Of the \$93,522.23 that is remaining, \$72,500 is reserved for the Disney Scholarship Program; thus \$18,322.23 remains unobligated.

NATIONAL WILDLIFE REFUGE SYSTEM

