Part XI
Helpful Information

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

Centennial Handbook
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.”

<table>
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<th>Region 1</th>
<th>Region 2</th>
<th>Region 3</th>
<th>Region 4</th>
<th>Region 5</th>
<th>Region 6</th>
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<td>phone 503/231 6120</td>
<td>phone 505/248 6911</td>
<td>phone 612/713 5360</td>
<td>phone 404/679 7289</td>
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<th>Region 7</th>
<th>Region 9 (W.O.)</th>
<th>Region 9 (W.O.) Other Contacts</th>
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<tr>
<td>phone 907/786 3309</td>
<td>phone 202/208 4131</td>
<td>Audio Visual</td>
</tr>
<tr>
<td>fax 907/786 3495</td>
<td>fax 219/208 2428</td>
<td>phone 202/208 5611</td>
</tr>
<tr>
<td></td>
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<td>fax 202/208 7409</td>
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Other Contacts

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<th>Media Services</th>
<th>Printing</th>
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<tr>
<td>phone 202/208 5634</td>
<td>phone 202/208 4111</td>
</tr>
<tr>
<td>fax 219/208 2428</td>
<td>fax 202/208 7661</td>
</tr>
</tbody>
</table>
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

**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

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**Which entrance sign do I use for my field station? Can I use the blue goose? Questions? These people can help.**
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**  
*Marcia 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
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 Uhland  
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.doio.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.nfww.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.
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.
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.
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 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.
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
A How-to-Handbook to Support the National Wildlife Refuge System’s Centennial - August 2001

Part XI-17

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 of Conservation!
Additional Resources

Special Events
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- Handbook for Dedications and other Special Events (included in this handbook)

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Congress
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  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/r9extaffmediaserv.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

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