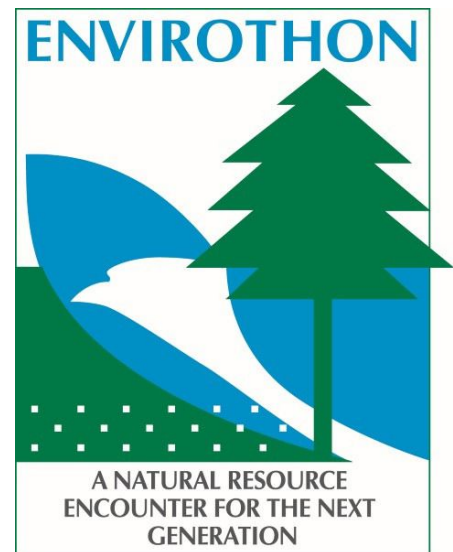




# NCF-ENVIROTHON NEWSLETTER SPRING/SUMMER 2019

2019 NCF-Envirothon  
Agriculture & the  
Environment:  
Knowledge & Technology  
to Feed the World



NATIONAL CONSERVATION FOUNDATION

# MESSAGE FROM THE NCF-ENVIROTHON CHAIR

The NCF-Envirothon Operating Committee met during the NACD winter conference in San Antonio, TX with a full agenda. The Operating Committee is excited to welcome the new NCF-Envirothon Program Manager, Jennifer Brooks.

Jennifer brings her Envirothon experience to the table and is working to learn the different components of the international program. She is available to answer questions from, and provide guidance to, all provincial and state representatives and Envirothon teams.

The Envirothon Operating Committee was originally set up to include 13 members. Currently there are three vacancies for which the National Conservation Foundation (NCF) will seek nominations. The vacancies include: U.S. West Region (one representative), Canada Region (one representative), and one at-large representative.

We met with Dave Vogel who is seeking statistics from provinces and states that are collaborating with Tribal and First Nation groups. He is also asking for ideas to encourage participation of Tribal and First Nation students.

The NCFE Program Policies were discussed. Over the next few months you will see a few changes that will include handling fees in certain situations and organizational ownership obligations.

The Hall of Fame committee is pleased to award now two categories. One category will recognize NCF-Envirothon representatives. The second category will recognize Envirothon teachers, alumni, and coaches. A new set of guidelines has been developed and was released for review.

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NATIONAL CONSERVATION FOUNDATION

## NCF Executive Board

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Tim Reich, SD - Vice Chair  
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Gene Schmidt, IN - At-Large  
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Jennifer Brooks, NCFE Program  
Manager  
Debbie Waycott, NCFE Public Relations  
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## NCFE Operating Committee

Lorelle Steach, PA - Chair

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Millie Langley, NC - Past Chair

Peggy Lemons, MO - NCF Trustee

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Becky Geneau, N.B., Canada

U.S. West Rep - Vacant

Canadian Rep - Vacant



With the 2019 event quickly approaching, you will begin to see current competition details posted to the NCFE web site.

North Carolina is busy preparing for the 2019 International Competition and is anticipating 50+ teams to compete. For the first time, teams will have the opportunity to deliver their oral presentation using one of two methods, either PowerPoint or the traditional paper and pencil method. We are eager to see the Envirothon move towards the use of technology in this part of the competition.

In looking to the future, the Program Manager and Operating Committee are offering assistance and guidance to future hosts of the NCF-Envirothon, which include: Nebraska - 2020; New Brunswick -2021 (tentative); and Ohio - 2022.

The National Conservation Foundation and the NCF-Envirothon Operating Committee are committed to the Envirothon program, and we continue to need you!

Respectfully,

**Lorelle Steach**  
**NCF-Envirothon**  
**Operating Committee Chair**

## NATIONAL CONSERVATION FOUNDATION UPDATE

The mission of the National Conservation Foundation (NCF) is to identify and advance strategic programs and partnerships to deliver conservation solutions through locally-led conservation and to develop the next generation of conservation leaders. The vision of the National Conservation Foundation is to support delivery of locally-led conservation and to create future conservation leaders.

The foundation recently published their [2018 Annual Report](#). As a program of the NCF, a year in review of the NCF-Envirothon is also included in this report.

Please check it out for an overview of the NCF-Envirothon during 2018 .



# A MESSAGE FROM THE NCF-ENVIROTHON PROGRAM MANAGER

## What's in a name...

William Shakespeare famously wrote, "*What's in a name? That which we call a rose by any other name would smell as sweet.*" A beautiful line in a tragic tale about star-crossed lovers.

I'm reminded of this line, not because of any tragic love story involving two Envirothon participants from rival programs, but because of the many names associated with the Envirothon...Canon, National, North American, NCF and so on. The Envirothon has had a bit of an identity crisis in the last decade or so, but through it all, it has remained steadfast in what makes Envirothon the Envirothon. And just as Juliet declares to Romeo that it doesn't matter what his name is, she loves him just the same, it doesn't matter what the Envirothon is called, it's still the Envirothon and we love it just the same.

However, Juliet wasn't a PR/Marketing or Fundraising Specialist and they will tell you that name consistency matters. Branding matters.

Why am I bring this up? Well as I've learned more about this job and about the various state/provincial events across the U.S., Canada and China I have heard the NCF-Envirothon called everything in the book and most commonly listed as the North American Envirothon on state/provincial websites and documents.

However, it is officially the '**NCF-Envirothon**' and it is more than a national or North American program...it is an international, annual competition.

I know how it is... when I look back on notes or documents I drafted when I worked with a state Envirothon program I did the same thing. Even today, I find myself consciously stopping to make sure I'm stating the correct name every time. It's a habit and like any bad habit, to break it you have to be aware and consistent.

Why does it matter? That gets back to that whole branding issue that Juliet wasn't well versed in. In today's day and age branding is important. Branding gives recognition and drives consumers. It's why companies will spend millions so that you, the consumer, will pick them as your preferred brand of tuna or tennis shoe or soft drink. In our case, branding drives new teams, new sponsors and new partners to us. My first week on the job I heard someone state, "Branding consistency equals branding integrity." and that stuck with me. Since we don't have million or thousands or even hundreds of dollars to build our brand, we must do it ourselves and that starts with being consistent with our name. And to do that I need your help.

What I would like to ask is that the next time you are updating your website, take a moment to

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review your webpages or outreach documents, etc. and wherever you see "North American Envirothon", change it to read "NCF-Envirothon". Also when talking about this July's event, please be sure to call it the "NCF-Envirothon international competition". It will take a conscious effort to do this consistently, to retrain your mind to say or write "NCF-Envirothon" instead of "national" or "North American", but it is important and will pay off in the end.

On a final note, I am so very happy and excited to work for this program and to work with people who also love the Envirothon. Please don't hesitate to reach out to me if you have any questions or suggestions or concerns.

**Jennifer  
Brooks**  
NCF-Envirothon  
Program Manager

## WE ARE REDESIGNING OUR WEBSITE!



We are in the process of newly redesigning our website, [www.envirothon.org](http://www.envirothon.org) to be launched in the coming weeks. We have redesigned it with you in mind, streamlining menus, simplifying navigation, building a responsive layout for all platforms and providing more resources and information on our program and services.

We will continue to expand our resources and the Curriculum Guidelines and resource materials to deliver the most updated and relevant information on the environment/natural resource education. To stay connected on social media, follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

If you have any questions or feedback you would like to share with our team, please do so by filling out the form on our Contact us page or emailing us at [administration@envirothon.org](mailto:administration@envirothon.org).

We look forward to staying connected!

## NCF-ENVIROTHON OPERATING COMMITTEE NOMINATIONS

The National Conservation Foundation (NCF) is seeking nominations to fill vacancies on the NCF-Envirothon Operating Committee.

The Operating Committee is comprised of two (2) representatives from each of the participating NCF-Envirothon regions and three (3) members-at-large. Current vacancies include one representative for the U.S. West region and two for the Canada region (one representative and one member-at-large).

Nominations are still being accepted. Please contact [administration@envirothon.org](mailto:administration@envirothon.org) for more information and nomination form.

# SURVEYS

You may have noticed that we have sent out a couple of surveys this spring and wondered why. You may have deleted the email or thought "I'll get to it later" and it got lost in your inbox. We understand how busy you are and we don't want to add to your already full plate. But we are asking for just a few moments of your time to help grow the Envirothon program.

The surveys we have sent out are very important to that goal. Statistics are a form of measurement to judge suitability and application of programs. Which allows us to measure the programs growth and declines. Also, they are a vital tool to show the size and value of the program to current and potential sponsors and participants, which will ultimately help your local Envirothon program.

Please take a few moments to complete each of the following surveys if you haven't already done so:

[2019 NCF-Envirothon Program Statistics](#)

Competition Year - 2018/2019

[Tribal/Indigenous Participation](#)

[Background Clearance Survey](#)

# HALL OF FAME NOMINATIONS

Join us in recognizing individuals who have demonstrated exceptional leadership, involvement, and dedication to the Envirothon.

This year we are recognizing two categories of Awards:

**Hall of Fame Award** - This award recognizes the achievements of state and provincial Envirothon representatives and how these individuals have directly influenced, impacted, and promoted NCF-Envirothon.

**The Wave of the Future Award** - This is a new award that recognizes the achievements of teachers, advisors, and alumni who have been involved with Envirothon for at least five (5) years and how these individuals have directly influenced, impacted, and promoted NCF-Envirothon.

Nominate someone!

Please take the time to nominate a representative, teacher, advisor, or alumni who deserves to be celebrated! Consider nominating individuals whose accomplishments have yet to be publicly acknowledged.

Nominations are accepted until June 15, 2019. Awards will be announced at the 2019 NCFE annual competition on August 2nd. [Nominations forms can be found here.](#)

# 2019 NCF-ENVIROTHON

## IMPORTANT INFORMATION

Raleigh, NC  
July 28-Aug 2

North Carolina State University  
"Agriculture & the Environment: Knowledge  
& Technology to Feed the World"

- **Background Checks**

As you may know, NC State University requires "ALL" advisors/team chaperones to have a "CURRENT" Criminal Background Clearance (CBC) on file. Criminal Clearance must be current with a renewal every four years. We are asking that advisors & team chaperones to self-certify whether or not they have a current CBC on file and where it is located.

**We do NOT need a copy of the CBC. We are just asking for verification that it exists and is current.**

The 2019 NCFE registration forms have been updated to reflect this requirement. We suggest you discuss this with your advisors as soon as possible to make sure the appropriate documents are in place.

- **Guest Tours**

The 2019 NC Host Committee is offering 2 different Tours this year for Guests &/or Advisors.

- NC Agriculture - Using Agricultural Technology to Feed the World - Franklin County Ag Tour
- North Carolina Zoo Tour

Tour/Workshop Information: \*\*Reservations are based on first come, first served using the North Carolina Envirothon website. [Please Sign Up Today!](#)

# NC Agriculture - Using Agricultural Technology to Feed the World - Franklin County Ag Tour

Tuesday, July 30, 2019 8:30 am - 2:00 pm

This will be a tour of two Franklin Family Agricultural operations.

The Cost is \$12.00 per person. Lunch will be provided by the Franklin Soil and Water Conservation District. Transportation is included.

## **Maximum Participants: 25 people**

1. Nelms Family Farms - This 4th generation farm has been in the Nelms family since the 1940's. Currently they tend over 1,300 acres of row crops including tobacco, wheat, and soybeans. Participants will visit the field and follow a tobacco leaf from the field to the barn witnessing the modern day technologies used for harvest and drying in preparation for the much anticipated trip to market. Lunch will be served on the farm.

2. Dean Family Farms - The Dean family was awarded the 2018 Franklin Farm Family of the Year award for its technologically driven 200,000 plus annual pound tilapia operation which markets live fish to Canadian markets via the Fresh Keepers Co-op. The family was first purchased by the family in 1929 and made its transition to a tilapia farm in 1999. Participants will see first-hand the aquaculture tanks with fish of all stages from fingerlings to market size. The tour will include insights into water quality monitoring, pump management, and day to day operation needs.

## NC Zoo

MONDAY July 29, 2019 8:30 am - 4:30 pm

Take a walk on the wild side and visit the world's largest natural habitat zoo right here in Asheboro, North Carolina! From running with the addra gazelle, roaring with an African lion, to hand feeding a giraffe, this trip will be loaded with adventure with more than 1,800 animals calling the North Carolina Zoo home. Habitat areas representing the regions of Africa, and North America, plus a global desert and tropical free-flight aviary allow visitors to view up-close and even interact with animals from across the globe.

Transportation is provided.

Cost: \$35.00

Lunch: A gift card will be provided to all participants that will allow them to purchase lunch inside the park. A variety of vendors are available.

Fun Tickets: Everyone will receive one fun ticket to use at giraffe feeding deck or endangered animal carousel. **Maximum Participants: 50 people**





# FORESTS AND WATER

## ADVISOR TRAINING FOR ENVIROTHON 2020

### Tackle the Envirothon 2020 topic of water with Project Learning Tree!

This day-long workshop, *Forests, Water, and Project Learning Tree (PLT)*, will combine NCSU researchers with educators as we explore issues around water and forests. Time will be spent in the field and in NCSU's Center for Geospatial Analytics lab to learn how researchers collect data and use modeling to help answer pressing research questions. Activities from PLT's secondary modules will help bring these discussions into your classroom.

Date: **Thursday, August 1**

Time: **8:30am – 4:30pm**  
(1.5 hour lunch included)

#### REGISTER TODAY!

##### Team Advisor Group:

Alabama - Montana: [bit.ly/EnviroRegA-M](https://bit.ly/EnviroRegA-M)

Nebraska - Yukon: [bit.ly/EnviroRegN-Y](https://bit.ly/EnviroRegN-Y)

#### Participants Receive:

- ✓ 6 Contact Hours to count towards professional development credits in your home state
- ✓ Time in NC State University's GIS lab
- ✓ Hands-on experiences with ARC-GIS resources and tangible landscape
- ✓ [Focus on Forests](#) PLT Guide
- ✓ [Places We Live](#) PLT Guide
- ✓ [Teaching with i-Tree](#) Curriculum
- ✓ [Geospatial Applications for Problem Solving](#) Activities

Cost: \$20 Donation that goes right back to support NCF Envirothon programming!

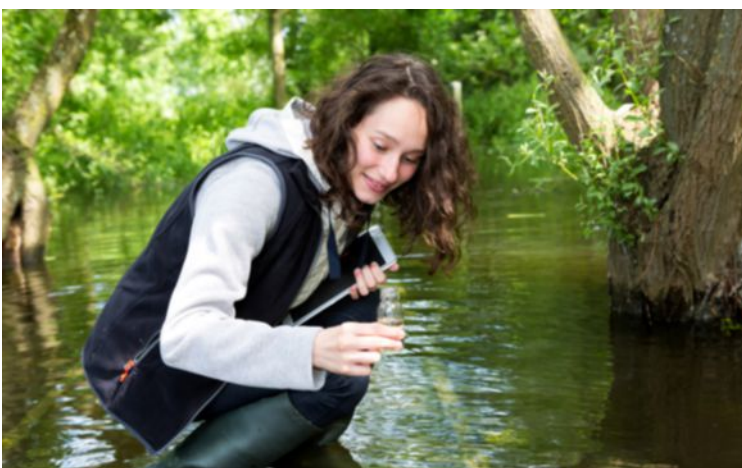
#### QUESTIONS?

##### Contact Renee Strnad

North Carolina PLT State Coordinator

919-515-5518 | [renee\\_strnad@ncsu.edu](mailto:renee_strnad@ncsu.edu)

Project Learning Tree (PLT) is a renowned environmental education program that provides high-quality professional development, award-winning curriculum materials, and local resources and support to PreK-12 teachers and other educators. PLT is an initiative of the Sustainable Forestry Initiative.



# 14 FUN FACTS ABOUT NC

Many of you will be visiting North Carolina for the 1st time this July. This state is full of mountains, beaches, Pepsi, Cheerwine and history! As you prepare for your visit, below are some fun and fascinating fun facts about North Carolina, as well as some helpful tips from a native...

1. NC is home to the oldest State University in the US, the University of North Carolina (UNC Tarheels) at Chapel Hill (*just don't expect too much acknowledgement about it when you come as we will be on the campus of the North Carolina State University (NCSU Wolfpack) and even mentioning UNC or the Tarheels will get you funny looks around here. Tobacco Road team revelries are serious around here. Go Wolfpack!*).
2. Another fierce revelry around here is our BBQ style of choice. In NC, BBQ is a pig cooked on an outdoor grill. Chopped meat or pulled pork, its all BBQ, but where the debate comes in is your sauce preference. Eastern or Lexington style. Depending on what part of the state you are in will be the style of BBQ you get.
3. Babe Ruth had his 1st professional home run in Fayetteville, NC in 1914.
4. NC's nickname is the 'Tar Heel State' (*not to be confused with those other Tarheels*). While no one is sure why, one tale goes back to when NC was the leading producer of tar (one of those naval store products for all the Forestry team members) and someone noticed footprints in the tar, giving NC its nickname.
5. Pepsi was invented in New Bern, NC in 1898.
6. Mount Mitchell in the NC mountains is the highest peak east of the Mississippi at 6,684 ft. (*Yeah, I know what those of you from the Rocky Mountains are thinking right now*)
7. NASCAR was born in NC, and all because of moonshine. During the US Prohibition, NC was the "Moonshine Capitol of the World". Moonshiners needed fast cars to outrun the law and deliver their product. This led to racing between the moonshiners, then stock car racing and eventually NASCAR was born. Also, NASCAR is the official state sport of NC.
8. The NC official drink is milk, the state flower is the dogwood blossom, the state mammal is the grey squirrel (*they are EVERYWHERE around here*), the state dog is the Plott Hound and the state horse is the Colonial Spanish Mustang to name a few official state symbols.
9. The wild horses of North Carolina's Currituck Outer Banks have survived more than four centuries of hurricanes, fierce winter nor'easters, and swarms of biting insects.
10. One of the most notorious pirates of all times, Edward Teach, better known as "Blackbeard," was a frequent visitor to North Carolina and it was here, in November 1718, that he was captured and killed.
11. Memorize this rhyme, "Leaves of three, let it be!" Poison Ivy is everywhere and is very unpleasant if you are unlucky enough to touch it.
12. Be sure to eat at BoJangles at least once! It is a NC institution and its always "Bo time" in NC!
13. You may be called "Ma'am" or "Sir" no matter your age or the age of the person speaking to you. Its a Southern thing
14. You will hear a lot of "Y'all" or "All Y'all" during the week. Its proper english around 'yonder', so just ask us if y'all need a translation

To learn more, check out [www.visitnc.com](http://www.visitnc.com) and see y'all in July!

follow us

@ncfenvirothon

