



# CANON ENVIROTHON

North America's largest high school environmental education competition

Fall 2011, Volume Eight, No. 2

## LET'S HEAR IT FOR CANADA, EH?



*The Swan Valley Regional Secondary School Canon Envirothon team posing for a photograph with their advisors just after their names were announced as the winners of the 2011 Canon Envirothon. From left to right: Shawn Stankewich (advisor), Teagan Markin, Breanna Anderson, Nyla Burnside, Matt Forbes, Eddie Shao, and Rick Wowchuk (advisor).*

Swan Valley Regional Secondary School, Manitoba, Canada, beat out 53 other teams to win the 2011 Canon Envirothon. The winning team was announced Thursday, July 28th, during closing ceremonies at Mount Allison University in Sackville, New Brunswick, Canada.

The 54 teams representing 45 U.S. states, eight Canadian provinces and one Canadian territory tested their knowledge on various environmental issues and natural resource conservation, while competing for a share of over \$125,000 in scholarships and Canon products.

"We're extremely proud of the victory by the Swan Valley Regional Secondary School team and the efforts put forward by all of the other teams," said Colleen Ryan, Senior Director of Corporate Communications at Canon Canada.

"To see Swan Valley win and have West Hill Secondary School from Owen Sound, Ontario and Oromocto High School from Oromocto, New Brunswick in the Top five is a testament to the commitment and dedication these young people have made to the Envirothon program since its introduction to Canada in 2000. We're thrilled to support Canadian students in this program."

The first-place Swan Valley Regional Secondary School team received a total of \$25,000 in Canon scholarships. West Hill Secondary School, Ontario, (\$20,000), and Spartanburg High School, South Carolina, (\$15,000), placed second and third, respectively. The fourth-place team, Oromocto High School, New Brunswick, Canada, received \$10,000 and the fifth-place team, Housatonic Valley Agriscience,

Connecticut, received \$7,500. Teams that placed first through tenth received Canon products for their advisors and sponsoring agencies/organizations to use in science education.

"Canon would like to congratulate not only the winning team, but all the students who participated in this year's competition," said Bunji Yano, senior director and general manager, Corporate Communications, Canon U.S.A. "We are so proud of all of the students' efforts and commitment to helping preserve our environment."

**CONTINUED ON PAGE 5...**

### Inside

**New Board Members Elected**

**2011 Alum Shares Her Excitement**

**Canon Envirothoner Shows Off His Artistic Work**

**New Curriculum Guidelines**

**Preview of the 25th Anniversary**

**Dates, Deadlines, and Reminders**

**Where Are They Now?**

**Hall of Famers**

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## CLAY'S COMMENTS



*Clay Burns, Executive  
Director*

It is time to celebrate the twenty-fifth year of "North America's Largest Environmental Education Competition." Bienvenue to celebrating twenty-five years of engaging the youth of North America in learning about our natural resources and becoming active stewards of our ever changing environment. I hope the mission of helping youth in North America learn HOW to question, not WHAT to think will continue for the next quarter century.

One can only wonder if those first participants in Pennsylvania would have ever dreamed that the program they competed in would grow and expand to fifty-plus states and provinces across

North America. The countless hours of grass roots work by volunteers, conservation district boards, forestry associations, staff, teachers, and resource professionals have made the outstanding growth of the Envirothon program possible. The future of the Envirothon program as it heads into its next twenty-five years must focus on developing strategies to ensure the continued success of our mission for years to come:

- The continued implementation of a long-range plan with input from local programs.
- Strong committees working to strengthen the educational mission of Envirothon.
- Partnering with natural resource groups to help train students.
- Developing broad-based funding resources to assist state and province. Envirothons through current and new grant opportunities.
- Establishing new social media contacts as well as the use of our Web site to reach and retain contacts.

For the next generation of Envirothon participants to build on the past and strengthen the future each of us must renew our passion to provide the best opportunities for the students involved. We must communicate our ideas to one another, work together to achieve the desired outcomes, and move Envirothon to the forefront.

I ask you to join me in the yearlong celebration of Envirothon's role in making a difference through hands-on science based natural resource conservation education. Lastly, I hope to see you all in Pennsylvania at Canon Envirothon 2012 to help launch the next twenty five years.

As always.....Keep the Passion!



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## NOTES from the CHAIR



*Craig Zinter, Chairperson  
Canon Envirothon Board of Directors*

As incoming chair of the Canon Envirothon I would like to start by congratulating the New Brunswick hosts for a great event! Many of you may know that the Canon Envirothon instituted a plan to rotate the Canon Envirothon event around five geographic areas: North East, Far

West, South East, Mid West and Far North-Canada (check out the Canon Envirothon website for the history of the Canon Envirothon, the rotation and respective States and Provinces are listed). That is how we happened to hold this year's event at Mt. Allison University in Sackville, New Brunswick, Canada. Our hosts north of the border proved they know how to provide a well organized event while being mindful of the educational importance the Envirothon places on natural resources and the environment. It really showed with three Canadian provinces finishing in the top five! Congratulations to them all, and all of the top finishers.

In keeping with the "rotational" theme, next on the rotation would be the North East and I want to be one of the first to extend an invitation to all to attend the Canon Envirothon 25th Anniversary next year. Pennsylvania, the state that started it all, will be host for the event. So, mark your calendars for July 22-27, 2012 and join us at Susquehanna University in Selinsgrove, Pennsylvania. The PA hosts have already been hard at work planning for the event with some special activities to commemorate the 25th anniversary.

Next up would be the Far West and then South East and I am happy to announce that Montana and Georgia will be hosts for 2013 and 2014 respectively. That means we will be looking forward to a future host from the Mid West for the 2015 Canon Envirothon. I encourage those states to begin considering a bid. It's only four years away, ...any takers?

During the New Brunswick event the Canon Envirothon Committee (CEC) held elections for the Board of Directors. Three positions were filled and I would like to welcome Valarie Archibald (NB) and Kirsten Moore (WI) to the board and welcome back Peggy Lemons (MO). The Board of Directors election results were Sandy Huey (NY), Vice Chair,

Peggy Lemons (MO), Treasurer, Kirsten Moore (WI), Secretary. Valarie Archibald (NB), Sid Lowrance (AR) and Terry Seehorn (GA) round out the Board of Directors.

I look forward to working with the new Board of Directors and the Canon Envirothon staff in the upcoming year. I hope everyone will feel free to contact any of the board or staff should you have any questions or concerns. Meanwhile, please make plans to attend the winter CEC meeting at the Cosmopolitan in Las Vegas January 28-29, 2013.

Oh, one last thought – does anyone have suggestions on what to do with all those left over Loonies and Toonies?

## Dates, Deadlines, and Reminders

### SEPTEMBER

Final or Interim reports for 2011 Diversity Grants are due by September 20th (if your project is not completed yet, please send an interim report to [trish-rowlands@nacdn.net](mailto:trish-rowlands@nacdn.net) so that we can update U.S. Forest Services on the status of each project. We are required to submit project status to them in October)

### OCTOBER

Invoices for 2012 membership dues will be arriving via email in late October (remember that dues have increased to \$300 for 2012)

2012 Diversity Grant Applications will be posted to the website and sent via list-serve in mid-October so be on the LOOKOUT.

### DECEMBER

Deadline for 2012 Diversity Grant submissions is December 31st.

Final 2011 Mini Grant Reports are due by December 31st

If you have any questions regarding these dates, deadlines or reminders please contact Trish Rowlands, Program Operations Specialist, at (800) 825-5547 ext. 2.

# Welcome to the Board!



**VALERIE ARCHIBALD** will serve as a director on the board of directors. She has been involved with the Envirothon program since 2005. Most recently she served as co-host of the 2011 Canon Envirothon in New Brunswick. Since 2006 she has assisted and shared organizing responsibility of the provincial program. In her current job position as associate director at the Canadian Forestry Association of New Brunswick she also manages the Adopt-a Highway program. She has attended every Canon Envirothon since 2007 and has been a part of several committees over the years including the nominating committee, rules and regulations committee, and the grievance committee.

**PEGGY LEMONS** will serve another term as treasurer for the board of directors. Peggy has been on the board of directors since 2005 and has been involved with the Envirothon program since 1998 when Missouri hosted it's first Envirothon. She is currently the district manager for Cole County Soil and Water Conservation District in Missouri. She has not missed a Canon Envirothon since 1998!



**KIRSTEN MOORE** will serve as secretary on the board of directors. She has been Wisconsin's state Envirothon coordinator and Canon Envirothon Committee representative for five years. She has attended every Canon Envirothon competition since she became involved with the program and in 2009, she was appointed chair of the Canon Envirothon bylaws committee. In her position at the Wisconsin Land and Water Conservation Association, she serves as office manager and youth education coordinator.

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## New Curriculum Guidelines Now Available

The new and updated Curriculum Guidelines are now posted on the Canon Envirothon website, [www.envirothon.org](http://www.envirothon.org). The Curriculum Guidelines include a framework for learning about Soils/Land Use, Aquatics Ecology, Forestry, and Wildlife. Each of these topics includes Key Points with Learning Objectives listed under each of the Key Points. Each Key Point also includes a list of suggested activities and official Canon Envirothon resources. The learning objectives and suggested activities are correlated to the National Science Standards.

In preparation for the 2012 Canon Envirothon, Pennsylvania will be the first to use the new Curriculum Guidelines! We recommend that competing teams become familiar with the Curriculum Guidelines before coming to the Canon Envirothon next summer. These guidelines are in addition to any state or provincial guidelines used by local Envirothon programs.

To view or download the new Curriculum Guidelines, visit <http://www.envirothon.org/curriculum-guidelines.html>.

## Let's Hear it for Canada, Eh?, continued from front page...

The town of Swan River, Manitoba, has pulled out all the stops to show the 2011 Canon Envirothon champions how proud they are of the hometown team. The team has a celebration hosted in their honor (pictured below) where the team gave their oral presentation to the local audience and was treated to dinner. The town will soon be erecting a sign that will proclaim it the home of the 2011 Canon Envirothon champions.



*Photo Courtesy of Byrnes Benoit, Manitoba Envirothon*

## Congratulations to all who participated in the 2011 Canon Envirothon!



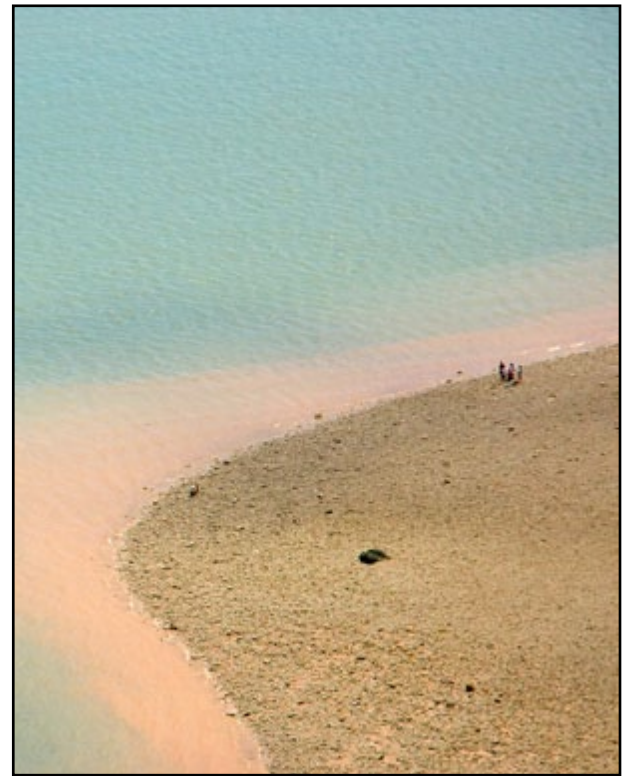
## 2011 Top 15 Teams

15. Nebraska  
Superior High School
14. Massachusetts  
Lexington High School
13. Pennsylvania  
Penncrest High School
12. Ohio  
Chardon High School
11. Missouri  
Pembroke Hill High School
10. Rhode Island  
The Wheeler School
9. Florida  
Jupiter High School
8. Wisconsin  
Middleton High School
7. Virginia  
Fort Defiance High School
6. North Carolina  
West Johnston High School
5. Connecticut  
Housatonic Valley Agriscience
4. New Brunswick  
Oromocto High School
3. South Carolina  
Spartanburg High School
2. Ontario  
West Hill Secondary School
1. Manitoba  
Swan Valley Regional  
Secondary School

# Student Sees Canon Envirothon Through a Different Lens

Peter Satterthwaite, Rhode Island, has been taking photographs for the past five years. He says his love of nature photography has strongly been influenced by his participation in the past two Canon Envirothons. This year, during his downtime, Peter was able to snap these beautiful photos with his Canon EOS 40D camera.

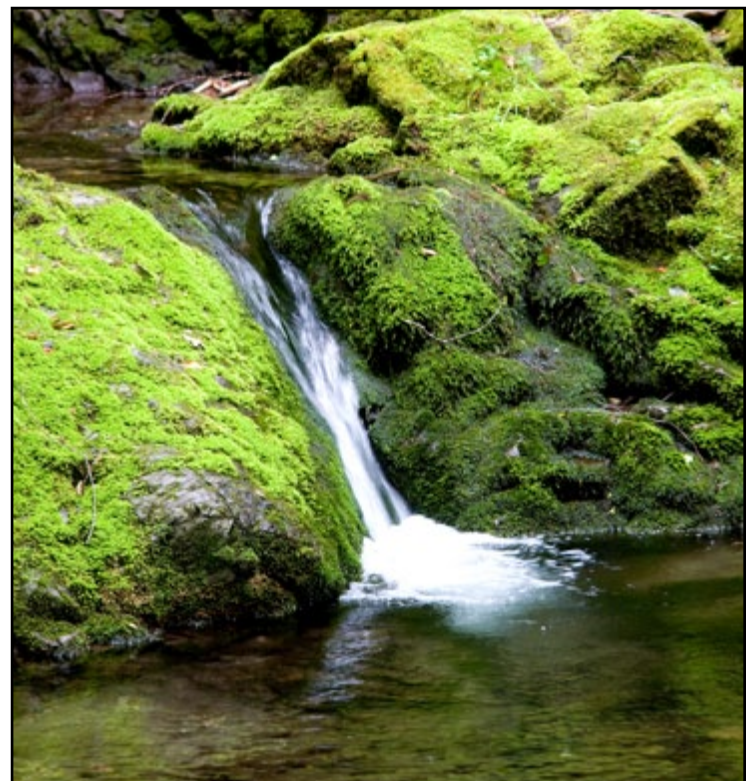
Peter is a junior at Wheeler School in Providence, Rhode Island. His team placed 10th at this year's competition.



*Herring Cove Beach, Bay of Fundy National Park*



*Waterfowl Park  
Mt Allison University*



*Waterfall in the Bay of Fundy  
National Park*

# Pennsylvania Host Committee Welcomes Canon Envirothon to celebrate 25 years of Envirothon

By 2012 Canon Envirothon Host Committee



*Susquehanna River, Susquehanna, Pennsylvania*

Twenty-five years later, the Envirothon returns home to Pennsylvania, where it got its start. Originally called “Enviro-Olympics” in 1979, it began with only a few Pennsylvania counties competing against one another. It has since grown to include all 67 counties of Pennsylvania and also 46 states, eight Canadian provinces, and one Canadian territory. What started as an idea for a fun way to get students to learn about our natural resources has now become North America’s largest high school environmental education competition, now known as Canon Envirothon!

Pennsylvania is excited to be hosting the 2012 Canon Envirothon, July 22-27, at Susquehanna University, where more than 260 teenagers from the United States and Canada will be exploring Penn’s Woods. “We are proud to be back in Pennsylvania in 2012 to celebrate such a great milestone,” said Clay Burns, executive director, Canon Envirothon. “Countless hours of grassroots work by volunteers, conservation district boards and staff, teachers, and resource professionals

have made the spectacular growth of this one-of-a-kind program possible over now almost a quarter of a century.”

Pennsylvania, translated, means Penn’s Woods, named after William Penn. Pennsylvania was created on March 4, 1681 by King Charles II of England, who granted William Penn a large tract of land west of the Delaware

River to repay a debt owed Penn’s father, Admiral William Penn. Penn realized that much of this land was held by the Delaware (Lenni Lenape) Indians and sought to pay them a fair value for its use by settlers. Pennsylvania later became known as the Quaker State and the Keystone State, the latter name suggesting its position in the arch of the 13 original colonies.

As more people settled the colony in the late 1800’s, Pennsylvania became the nation’s greatest source of lumber. Millions of logs from chestnut, cherry, oak, maple, hemlock and various other species floated down the Susquehanna River to sawmills in Williamsport and south. The Commonwealth was also a leading producer of leather.

In addition to lumber and leather, Pennsylvania was also well known for its steel manufacturing and coal mining. These were the leading industries in the 19th and

20th centuries, contributing to the Industrial Revolution. Mining anthracite and bituminous coal continues today, but on a much lesser scale. The focus has now changed to reclaiming these mines and mining for natural gas in the Marcellus Shale region.

Today, about 60 percent (17 million acres) of Pennsylvania is forested. The Commonwealth remains the nation’s largest producer of hardwood lumber (over 1 billion board feet per year). Individuals and families own about 75 percent of the forested land and provide 80 percent of Pennsylvania’s timber products. Economic pressures to convert forest land to residential or commercial uses threaten the conservation of private



forests. These forests, as well as the Chesapeake Bay, are now in jeopardy because of natural gas extraction and urban sprawl.

Logging and mining are only a part of Pennsylvania’s history. Pennsylvania is home to Valley Forge, the Liberty Bell and Independence Hall, the place where our founding fathers fought for our freedom from England and made all men equal when they wrote the U.S. Constitution. It is home to

**CONTINUED ON PAGE 8...**

## 25th Anniversary, continued from page 7...

Gettysburg National Battlefield, one of the nation's bloodiest battles and President Lincoln's famous speech – The Gettysburg Address.

The state is rich in history, natural resources, and recreational opportunities. From the wooded resorts and Lehigh Valley Gorge in the Pocono Mountains to the "Sweetest Place on Earth" – Hershey Chocolate World, Pennsylvania offers a wide array of activities for everyone.



The 2012 Canon Envirothon Host Committee extends an invitation to all teams, advisors, volunteers, and Canon Executive Committee folks to join us in 2012 in celebration of twenty five years of natural resource education for our youth. Come and explore Penn's Woods. Come and enjoy our Pennsylvania Dutch cooking and hospitality. And come take The Natural Challenge with us!

For more information about the Envirothon program, visit Canon Envirothon's website at [www.envirothon.org](http://www.envirothon.org). If you would like to volunteer or attend the 2012 event, visit Pennsylvania Envirothon's website at [www.envirothonpa.org](http://www.envirothonpa.org) in the New Year. Volunteer roles and duties, volunteer registration, current issue background information, and host site information will be posted in January.

## Where Are They Now?

Canon Envirothon has asked Envirothon alumni to share how the program has impacted them and their futures. The responses have been amazing! Here are just a couple...

*I majored in Biology at the University of Central Missouri. I later changed my major to photography and have been working as a professional wildlife photographer. Envirothon impacted my life dramatically in the way I view my local environment.*

Josh Hollingsworth from Kansas City, Missouri  
Competed in the Canon Envirothon competition in 2002 and 2003 with the Blue Springs South Envirothon team from Blue Springs, MO

*I received a degree in Environment and Resource Studies in 2001. I worked for the Ontario Forestry Association expanding the Envirothon Program into Northern Ontario and continued to participate as an expert in the field when I worked for Ducks Unlimited Canada. I now work for the Ontario Ministry of Natural Resources as a Stewardship Coordinator and will be taking over the coordination of our regional competition this fall! Envirothon is a wonderful glimpse into what opportunities exist for those who are interested in the natural resources field.*

Tracey Cooke from Thessalon, Ontario  
Competed in Envirothon with Central Algoma SS from Desbarats, Ontario in 1996

### Envirothon Alumni,

Let us hear from you! Go to

[www.envirothon.org](http://www.envirothon.org)

and complete the Alumni Tracking Form so we can see how Envirothon has made a difference in your life.

# Alum Shares Her Excitement About Envirothon



Jenna Gaudet, competed in the 2011 Canon Envirothon with her team from Three Oaks High School in Prince Edward Island. Jenna returned home she sent the following letter to the PEI minister of Environment, Canada's Minister of Fisheries & Oceans, and several other community leaders expressing her gratitude for their support of Envirothon. We believe her letter can serve as a reminder to all of us involved in Envirothon as to the importance of the program and inspire us to keep it going strong.

*Hello all!*

*My name is Jenna Gaudet, and I'm contacting you in order to share my gratitude towards your part in the Canon Envirothon competition. I recently graduated from Three Oaks Senior High, and have been involved in Envirothon since the tenth grade. I've had the privilege of competing in three North American competitions, traveling to North Carolina, California, and –most recently– to Sackville New Brunswick!*

*I am not exaggerating when I say that Envirothon has been the most fun and most rewarding experience of my life. Not of my high school life; of my entire life! There are people from Texas, West Virginia, North Carolina, and even Alaska and the Yukon that I have met through this program, and will never forget. I have learned so much about the environment –of course– and I have also learned a lot about public speaking, which not only helps me out in the classroom, but in everyday situations. Envirothon has helped me with my self confidence, and it has made me a better-travelled, more intelligent, and happier young lady.*

*I could go on for pages and pages about my amazing Envirothon experiences, but instead I will attach a few pictures, and they will provide their own thousands of words. Included are team pictures, one of us with the team from Texas, and one of my first time standing in the Pacific Ocean.*

*Thank you, for supporting the Canon Envirothon, and for being interested in youth programs at all; it means so much. It has made an irreplaceable difference in my life, and I am only one of thousands who have been involved. I can't believe it is actually all over for me! Thank you again, so much.*

*Sincerely  
Jenna Gaudet*

Jenna is attending Mount Allison University this fall. She says her dream job is to be a cultural or scientific journalist (for a magazine such as National Geographic) so for that reason she will be majoring in English and minoring in a cultural studies field. She is taking two environmental science courses in her first year and plan to take several

others in years to come. She would love to write about the environment, in order to help people better understand their impacts on Earth, and to allow people to appreciate its beauty. "Envirothon affected my career choice in a few ways. One would be it made me fall in love with travelling, and meeting people and learning about their cultures (that are so similar to ours, but different in the smallest, weirdest ways!). Envirothon also opened my eyes not only to how we as humans affect the world around us so drastically, but how everything is connected (politically, socially, economically, and environmentally). I would love to go on a mission trip dealing with environmental education in an underdeveloped country, or interview/work with companies and people who are already spreading the news about environmental awareness."



# Hall of Fame Inducts Two New Members

Canon Envirothon inducted two Canon Envirothon Committee members into the Hall of Fame this year—Jim Potton, Manitoba Envirothon, and Diane Olson, North Dakota Envirothon.



Jim has been a member of the Board of Directors at the Manitoba Forestry Association for almost 30 years. He served as president 1997-99, has been on the Executive Committee for some 20 years and currently serves as vice president. In 1995, Ontario introduced the Envirothon program to the Manitoba Forestry Association (MFA) as well as a host of interested environmental educators. Recognizing the potential for this high school based program as an additional education program for the association, Jim attended the 1996 National Envirothon in Nebraska as an observer. He then took on the challenge to bring Envirothon to Manitoba. Jim's excitement and enthusiasm spread and with a group of volunteers and MFA staff together they organized and hosted the first ever Manitoba Envirothon event in 1997 with Jim serving both as Envirothon chairman as well as the president of the association. In only 15 years the program has grown from the initial 4 teams to 55 teams from all corners of the province.

Jim's dedication to the Envirothon program reached beyond the Manitoba borders with outreach provided to North Dakota, Saskatchewan and Alberta to bring Envirothon to these jurisdictions. A joint Manitoba – North Dakota Envirothon was hosted in the International Peace Garden in 2002.

Jim has spent a number of years chairing the Canon Envirothon Rules Committee and has been a member of the Grievance Committee since 2004 (with the exception of 2006 when Manitoba Hosted the Canon Envirothon) serving as Chair of the Grievance Committee for several years. He served on the Canon Board of Directors from 2005–2009. More often than not Jim and his wife Myrna have accompanied the Manitoba team to the Canon Competition event providing the team with support while also volunteering behind the scenes with the program coordination.

Due to a working relationship between North Dakota

and in particular the Coalition for Conservation and Environmental Education (C2E2) and MFA primarily through Project Learning Tree training offered in ND by Manitoba, a strong environmental education relationship evolved between the two jurisdictions.

As the Envirothon program became successful in Manitoba in the late 1990's, Diane Olson was invited to come to observe and volunteer in a Manitoba competition and assistance was offered to Diane to help get Envirothon going in North Dakota. Diane held North Dakota's first competition in 2000 piggybacking on the C2E2 program and its successes with Manitoba representatives who were there as volunteers. The program has grown exponentially since that time due in part to the strong support in North Dakota from the ND Superintendent of Education and the C2E2 linkage but mostly because of the passion and commitment of Diane.

One of the great strengths of the North Dakota program is Diane's constant reminders that this is for and all about the youth. She remains the driving force behind the success and growth of the program that operates on a shoe string from her farm location and in 2011 saw over 70 teams involved.

Diane has been a member of the Canon Education Committee and was on the review board for hiring of both the Canon Envirothon Education and the Canon Envirothon Public Relations staff. She has served on the



Barnes County Soil Conservation District Board for 17 years; has served on the education board for the state association, and then was appointed to a national post for the National Association of Conservation Districts dealing with education. In July of this year, she received the Honor Award by the Soils and Water Conservation Society for her work in natural resource education.

The Canon Envirothon Hall of Fame was established to recognize individuals who demonstrate exceptional leadership, involvement, and dedication in helping to move the Envirothon program forward.

Nominations are open to members of the Canon Envirothon Committee, state/provincial committee members, educators, and resource personnel.