



CANON ENVIROTHON

North America's largest high school environmental education competition

Spring 2011, Volume Eight, No. 1

The Picture Province: Host of the 2011 Competition

Submitted by: 2011 Canon Envirothon Host Committee

There just aren't enough minutes in the hour to experience all of the extraordinary moments that make up a New Brunswick day. From the exhilarating heights of the Bay of Fundy tides, dubbed *One of the Marine Wonders of the World*, to the magnificent white sand dunes of Bouctouche, New Brunswick is home to some of the most spectacular Natural Wonders in the Maritimes.

During the week of July 24 – 29, 2011, the Canon Envirothon competition will be hosted at Mount Allison University, a



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More of what to expect in New Brunswick including available tours

Canon Canada's Wayne Doyle on Envirothon

Diversity Grant Recipient List

campus of extraordinary beauty in the picture-perfect town of Sackville in the province of New Brunswick, also known across Canada as the *Picture Province*. The Host Committee is confident that you will feel at home on the spectacularly beautiful campus, and make friendships that will last a lifetime.

The Competition will kick-off with a multi-cultural experience at the Opening Ceremonies that will be held in the Marjorie Young Bell Convocation Hall, a concert hall facility that seats just over 1500 people.

In an effort to recognize the hard work and accomplishments of all the teams who made it this far, we will be using team photos in a special feature during the 2011 Canon Envirothon Opening Ceremonies. We are requesting the team photos to be sent by either the team's advisor or the provincial / state CEC

representative. This photo could be from your state / provincial competition or something more creative. Please email team photos to becky@cfanb.ca no later than **July 1st, 2011**.

On Tuesday evening, everyone will be treated to a summer beach party like none other at New Brunswick's Murray Beach Provincial Park. Watch a spectacular sunset over the mighty Northumberland Strait while you enjoy an evening of fun and entertaining activities. You'll find a warm saltwater and sandy beach in an idyllic setting to unwind after a challenging day of field testing.

For team advisors, CEC

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CURRENT SPONSORS & SUPPORTING AGENCIES

Canon U.S.A., Inc.

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National Association of
Conservation Districts

USDA Forest Service

Canadian Forestry Association



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CLAY'S COMMENTS



Clay Burns, Executive Director

Friends, this is usually the place where I share my thoughts with you on the happenings of the Canon Envirothon program but I've decided to do things a little differently this time. Since our 2011 competition is taking place in Canada this year, I thought it would be an excellent idea for you to get to know, if you don't already, someone who I've had the pleasure to get to know over the years as I have worked with our Canadian teams and Canon Canada. It is my honor, to share with you our guest columnist for this edition, Wayne Doyle, Senior Manager of Corporate Communications, Canon Canada.

Clay

WHY I WILL BE THERE

Over the course of the past 10 years, I have had the distinct pleasure of visiting every Canadian province or territory to witness regional Envirothon competitions. Every time, regardless of where I am, I get asked the same question by one student or another, in the same incredulous tone: "Why are you here?" They look at me like some sort of tourist, finding it hard to believe that someone would trek thousands of kilometers just to attend their competition in the Yukon Territories or Nova Scotia or Newfoundland or Manitoba or... you get the idea. When I explain to them that I'm with Canon Canada and I'm there to show support and offer encouragement, they begin to understand how important Envirothon is to Canon and why we support it.

I let them know that we admire their participation and are keen to help promote the event and their involvement in any way possible. I share with the students Canon's philosophy of kyosei – all people living and working together for the common good – and they begin to realize that not only does Canon talk the talk but Canon also walks the walk.

I like to spend time with these students for a number of reasons, high among them is the fact that they represent all that is good and hopeful for the future. I have found, by talking to these students, that many of them are involved in many other aspects of school



Wayne Doyle,
Senior Manager
Corporate
Communications
Canon Canada

life, from being on their school's student council or yearbook committee to being a star on the debating club or participating in school sports.

I have discovered that every student who participates in Envirothon is optimistic and yearns to make the future better, not just for themselves but for all of us. They know the issues and they know that each small step creates a better planet and they are committed to taking those steps regardless. If there is support there or not.

The students who participate in Envirothon are our future leaders and stewards of the environment. They are poised to influence the next generation and they do it with passion, dedication and scientific knowledge that leads them to the right conclusions.

It's not just a pleasure to attend Envirothon – it's an honour. I look forward to seeing all of the regional Envirothon winners at the Canon Envirothon in Sackville, New Brunswick, Canada this summer. ❖

NOTES from the CHAIR



Lorelle Steach, Chairperson
Canon Envirothon Board of Directors

The Canon Envirothon Committee (CEC) winter meeting in Nashville was filled with many items of business and discussion. We were thankful for all who were able to attend. We began the meeting by reviewing the Canon Envirothon mission statement in an effort to keep it as the focus in the upcoming discussions—

The mission of the Canon Envirothon is to develop knowledgeable, skilled and dedicated citizens who are will and prepared to work towards achieving and maintaining a natural balance between the quality of life and the quality of the environment.

Elissa LiVecchi, director of brand promotions, and Dawn Shields, senior manager of corporate events, Canon U.S.A., Inc. reported representatives gave great praise to the Canon Envirothon upon their return from the 2010 event. They also reported that for the 2011 program year, their sponsorship will remain at the 2010 level, but are hoping to increase future amounts depending on the economy. They continue to encourage Canon Envirothon members to gather statistics from their state/provincial

programs. This information is very important when seeking sponsorship dollars. We look forward to having Dawn and Elissa join us for the 2011 Canon Envirothon in Sackville, New Brunswick.

Another item of business was the adoption of the 2011 budget in the amount of \$699,800. In order to



balance the budget some items had to be paired down a bit without infringing on the quality of the program. This was successfully accomplished by our treasurer, Peggy Lemons, and the Canon Envirothon board of directors who took many items into consideration when preparing the budget.

Don Spickler, NACD Presidents Association and the National Conservation Foundation reported on their support for the 2010 Canon Envirothon “fun event.” They said they feel Envirothon is a great conservation movement in encouraging youth to study about natural resources and they hope to continue to support the “fun day event” for future competitions.

The CEC received reports and recommendations from the Canon Envirothon Education Committee and the Rules & Regulations and Policy Committee. The Education Committee commended Suzanne Belflower, education specialist for Canon Envirothon, for all of the work she has accomplished with regard to the newly revised station guidelines and assisting the host committee. The committees reported on several recommendations which will be discussed further at the summer meeting.

Craig Zinter, vice-chair, has put together a *History of Envirothon*. He asked the CEC to review this document, which is posted on the Canon Envirothon website, www.envirothon.org, to see if any information is missing. This report includes all of the participation

Three Ways CEC Can Help Keep Canon Envirothon Going Strong

1. SUBMIT A REPORT. Canon U.S.A. needs information from you each year to help fund and promote the Envirothon program. Please submit a report about your Envirothon program as soon as you can after your state or provincial Envirothon competition. You can do so through the “forms and applications” section of the website that will be available to you after you log in to the site or [click here!](#)

2. ENCOURAGE ALUMNI to visit www.envirothon.org and complete the Alumni Tracking Form. This helps us keep track of how our program influences the lives of those who experience it.

3. SHARE YOUR SUCCESS STORIES. Have you just held your best competition ever? Or maybe, you finally found a solution to a problem that’s been challenging you? Do you have a volunteer who goes above and beyond the call of duty? Then you have a success story to share! Send them to april-smith@nacdn.net.

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representatives, and guests, the Host Committee has assembled a variety of full and half day tours that will explore all three Maritime Provinces.

Tour the Hopewell Rocks with sea kayaking. "Kayak the Rocks" is a unique, world-class sea kayaking high adventure on the Bay of Fundy, where participants paddle among the giant rock formations, known as the "Flowerpot Rocks".

Travel to Fundy National Park which encompasses some of the last remaining wilderness in southern New Brunswick. Here, the Caledonia Highlands roll down to meet the Bay of Fundy, where 100 billion tonnes of seawater flow in and out twice a day! Come and be inspired by the panoramic views, coastal cliffs, and rolling hills as you travel through the Park.

Leave from Sackville and cross Confederation Bridge, the world's longest bridge crossing ice-covered water, to lush Prince Edward Island, where you will spend the day visiting some of the best attractions the Island has to offer including the Anne of Green Gables house and PEI National Park.

Discover Atlantic Canada's best-kept secret with an interactive lobster-themed cruise. An unforgettable culinary experience awaits you as you cruise the warm waters of Shediac Bay. Enjoy a lobster meal fit for a king!

We encourage you to extend your stay around the week of Canon Envirothon and visit the beautiful Atlantic Provinces. It will be a spectacular vacation filled with wonderful sights and memories.

Welcome / bienvenue! See you in New Brunswick!



facebook

Join the 2011 Host Committee's Facebook group for the latest information on the competition. Search: **Canon Envirothon 2011 Sackville, New Brunswick.**

Also visit the Host Committee's website at www.cfanb.ca/canon_envirothon_2011

TOUR SCHEDULE

FULL-DAY

- Sea Kayaking at The Hopewell Rocks - July 25
- Fundy Coastal Adventure -July 26
- Prince Edward Island - July 26
- Whale Watching - July 27

MORNING

- Fort Folly Traditional Medicines and Practices- July 25

AFTERNOON

- Joggins Fossil Cliffs - July 25
- Shediac Lobster Cruise - July 25
- Bouctouche Dune and Boardwalk - July 26
- Westmorland Co. Winery Tours - July 27
- Hopewell Rocks: Walk the Ocean Floor - July 27

Tours are not open to students. You may register for a tour through the 2011 Host Committee's website. There will be a link to this site after you register for the competition.

**2011 Canon Envirothon
Registration Begins
May 1st
www.envirothon.org**

*You must be a registered user of the website to access the event registration forms. You can register free for the website anytime.

PASSPORTS

Americans must have a passport to enter Canada. To ensure you have one in time for your departure, please make sure to apply for one as soon as you know you will be attending the competition. For those with state/provincial competitions in late May and June, you may need to take extra measures to expedite the process. You can find out more information at www.travel.state.gov/passport.

FROM NATIONAL ENVIROTHON TO CANON ENVIROTHON: HOW THIS ALUM'S EXPERIENCE COMES FULL CIRCLE



I participated in Envirothon during my senior year of high school in 1998. I had discovered an interest in environmental sciences 2 years prior to that, and had just decided that I wanted to pursue the subject in university. It was the first year that my high school was competing in Envirothon, and we were thrilled to win the New Jersey competition!



We represented New Jersey that summer at the National Envirothon (as it was still called back then) in Lansing, Michigan. It couldn't have been a more perfect year for me to take part in the competition – the special topic that year was watersheds and I had developed a strong interest in aquatic sciences, particularly benthic macroinvertebrates. Although I had by then spent 2 summers working at an environmental day camp where I got to teach children about streams, ponds, and the organisms living within them, the idea that I would be tested on aspects of aquatic sciences such as macroinvertebrate identification at the National Envirothon was really exciting to me. It suggested that this was a legitimate career option, and not just a fun way to spend my summers! Taking part in the National Envirothon competition was a great experience for me. I really enjoyed getting to explore sand dunes and learn about their ecology during our trip to Muskegon Lake, and the entire competition was a great chance to interact with other like-minded students. We placed first in the special topic (watersheds), and 11th overall.

Since Envirothon, I've gone on to make a career out of my love of aquatic science and macroinvertebrates. I went on to earn a BSc in environmental science with an emphasis in water resources at the University of Guelph in Ontario. After that, I completed an MSc in watershed ecosystems at Trent University in Ontario, examining spatial and temporal patterns in benthic macroinvertebrate communities of lakes recovering from acidification. Last year, I completed my PhD at the University of Ottawa in Ontario, evaluating size distributions of stream macroinvertebrates, crayfish, and fish. I'm currently working as a postdoctoral researcher at the Canadian Rivers Institute at the University of New Brunswick, analyzing Arctic stream benthic communities.

I was excited to find out that the Canon Envirothon was going to be taking place in New Brunswick this year, and am happy to be able to volunteer to help out with the competition. This competition meant a lot to me when I took part, and it's great to have the opportunity to contribute to a program that will benefit so many other high school students. I'm not sure that I could have ever imagined back in 1998 that I would eventually complete my PhD. But participating in the National Envirothon provided me with an outlet for my interest in environmental science, and helped build a foundation for my future success in this field. To this day, I still wear my National Envirothon t-shirt proudly!

HEY!

ENVIROTHON ALUMNI,

We want to hear from YOU!

**Go to
www.envirothon.org
and complete the Alumni
Tracking Form so we can
see how Envirothon has
made a difference in your
life.**

**JOIN US ON
FACEBOOK AND
TWITTER!**

**[www.facebook.com/
CanonEnvirothon](http://www.facebook.com/CanonEnvirothon)**

**[www.twitter.com/
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PLEASE NOTE:

**Mini Grant checks
will be issued the
last week of April**

CHAIR'S NOTES CONTINUED...

statistics for the past 20+ years and documents how the program has changed and grown. Nicely done, Craig!

We would like to congratulate those states and provinces who were successful in receiving a Diversity/Underserved Audience Grant and to thank the committee that oversees these grants. We are grateful for the continued support of the U.S. Forest Service.

Everyone was very excited to hear that Montana submitted a bid to host the 2013 Canon Envirothon and Georgia expressed interest in hosting the 2014 Canon Envirothon. More information will be reported in the summer.

Please note the summer meeting will include elections to the Canon Envirothon Board of Directors. Submit your nominations to the Nominations Committee: Norm Hammond (Rhode Island), Cindy Pierce (Washington), and Diane Olson (North Dakota).

Again, we look forward to seeing everyone in July at the 2011 Canon Envirothon being held at Mount Allison University located in Sackville, New Brunswick. Please become involved in the competition and sign up as a volunteer. Canon Envirothon is a TEAM EFFORT!

**2011 DIVERSITY GRANT RECIPIENTS
ANNOUNCED**

The following states and provinces received Canon Envirothon Diversity Grants for their Envirothon programs.

Alaska	\$2,000
Alberta	\$2,000
Connecticut	\$2,000
Florida	\$4,996
Idaho	\$2,000
Michigan	\$1,200
Mississippi	\$2,000
Nebraska	\$1,800
Newfoundland & Labrador	\$2,000
New Brunswick	\$2,000
New Mexico	\$2,000
Nova Scotia	\$2,000
Saskatchewan	\$2,000
Texas	\$2,000