



2005

*call for nominations*

Walter B. JONES Memorial  
and NOAA Excellence

*Awards*

## **ABOUT THE AWARDS**

Innovation, resourcefulness, leadership, and a commitment to balancing the human use of America's coastal and ocean resources with the needs of the resources themselves — these are the hallmarks of the Walter B. Jones Memorial and NOAA Excellence Awards.

The Coastal Zone Management Act (CZMA) of 1972 created a unique and voluntary partnership of federal and state governments to provide a balance between land and water uses and resource conservation along America's 95,000 miles of coastlines, including the Great Lakes. In 1990, as part of the reauthorization of the CZMA, the late Congressman Walter B. Jones

provided NOAA with the authority to honor the people and organizations of America for their dedication and outstanding contributions in helping the nation maintain healthy coastal and ocean resources and balance the needs of these resources with human use.

At that time, Congressman Jones identified three award categories as particularly important: excellence in local government, excellence in marine and coastal graduate study, and a coastal steward of the year.

NOAA later added additional categories to recognize the broad spectrum of contributions made by this country's many motivated, caring individuals and organizations.

## **ELIGIBILITY**

The awards program is open to individuals, organizations, and state and local government agencies and their employees. Individuals, organizations and agencies cannot nominate themselves; they must be nominated by others. Candidates can receive an award in a category only once. A list of previous winners can be found on the website listed at the end of this announcement. Federal employees and officials are not eligible for the Walter B. Jones

# *for Coastal and Ocean Resource Management*

Memorial Awards, and are not eligible for the NOAA Excellence Awards, except for the category of Excellence in Ocean and Coastal Resource Management.

## **AWARDS CEREMONY**

Winners will be notified in February, 2005 and honored at a ceremony in Washington, D.C. in March, 2005.

## **DEADLINE**

All nominations must be received by no later than December 3, 2004.

## EIGHT CATEGORIES TO ENTER

### *Excellence in Promoting Diversity in Coastal or Ocean Resource Management*

Bestowed in honor of the late U.S. Department of Commerce Secretary Ronald H. Brown. The award is given to a representative of a university, tribal, state, or local government, or a private citizen, who has made an outstanding commitment to integrating cultural and ethnic diversity into coastal or marine resource management programs.

**JUDGING CRITERIA** — Effectiveness in integrating cultural or ethnic diversity into coastal or ocean management programs; effectiveness in increasing public awareness of coastal issues among minority or non-traditional groups; use of innovative approaches, techniques or programs to advance goals of environmental justice and diversity; and transferability of approaches, techniques or programs to other coastal or ocean management efforts or activities.

### *Excellence in Business Leadership*

Recognizes a business organization that has made significant contributions "above and beyond the call of duty" to improve or protect the coastal or ocean environment and that demonstrates the ability to balance business interests with environmental needs, as articulated in the CZMA.

**JUDGING CRITERIA** — Effectiveness in advancing the goals of the CZMA; effectiveness in increasing public awareness of coastal and ocean issues; use of innovative approaches, techniques or programs to advance the goals of coastal or ocean management; success in promoting coastal and ocean resource stewardship; and transferability of approaches, techniques or programs to other businesses.

### *Excellence in Ocean and Coastal Resource Management*

Given to an individual who has initiated innovative practices and brought positive change to the management of ocean or coastal resources at either the state or national level.

**JUDGING CRITERIA** — Effectiveness in advancing the goals of the CZMA or National Marine Sanctuaries Act (NMSA); effectiveness in increasing public awareness of ocean, estuarine and coastal issues; use of innovative approaches, techniques or programs to advance the goals of the CZMA or NMSA; and transferability of activity to other ocean or coastal resource management programs. This award is open to individuals working in state coastal management programs, national estuarine research reserves, and national marine sanctuaries.

### *Excellence in Coastal and Marine Graduate Study*

Recognizes graduate students whose academic study promises to contribute materially to the development of new or improved approaches to coastal or ocean management. Up to 10 awards will be given in 2005.

**JUDGING CRITERIA** — Overall benefit of the graduate study to advancing the goals of the CZMA; use of innovative approaches; technical soundness of the study; and transferability of the study's results to coastal and ocean management practices.

### *Excellence in Local Government*

Given to local governments that have inspired positive change in the field of coastal management by developing or implementing principles embodied by the CZMA. Up to 5 awards will be given in 2005.

**JUDGING CRITERIA** — Effectiveness in advancing the goals of the CZMA at the local level; effectiveness in increasing public awareness of coastal issues; use of innovative approaches, techniques, and/or programs to advance the goals of the CZMA; and ability of the agency/program to serve as a model for other local government efforts.

### *Non-Governmental Organization of the Year*

Honors a non-government entity, such as a non-profit organization, association, friends group or foundation that has made significant contributions to support coastal or marine resource programs.

**JUDGING CRITERIA** — Effectiveness in advancing the goals of the CZMA; effectiveness in increasing public awareness of coastal issues; use of innovative approaches, techniques or programs to advance the goals of coastal or ocean management; transferability of approaches, techniques or programs to other non-government organizations; and usefulness of activity to coastal or ocean management programs.

### *Volunteer of the Year*

Recognizes an individual of any age who, outside of his/her work in an employment or student capacity, has donated substantial time to significantly improve the coastal or marine environment.

**JUDGING CRITERIA** — contribution to improving the health of coastal and marine environments; success in promoting an attitude of stewardship and responsibility to individuals, organizations and/or communities; and duration of volunteer work.

## Coastal Steward of the Year

Honors an individual who has exemplified strong, sustained leadership in finding a balance between the human use of the coast and ocean and the needs of that environment.

**JUDGING CRITERIA** — Effectiveness in enhancing a balance between responsible use of coastal resources and the conservation of those resources; effectiveness in advancing the goals of the CZMA; the use of innovative approaches, techniques, or programs that further the goals of the CZMA; ability to generate public support for addressing coastal issues through education, legislation, or other means; and duration of work.

### PREPARING YOUR ENTRY

There is no entry fee for nomination.

Please type or print your entry using the form below as a guide.

Please select only one category per nomination.

Answer all of the questions below, including a detailed description of the nominee's accomplishments. Incomplete nominations will be disqualified.

You have the option to include documentation and samples of work that reflect the nominee's efforts and achievements (such as media coverage, awards, letters of recognition, etc.). Video tapes cannot be accepted. Nomination entries, including documentation and samples of work, cannot be returned.

Letters of support for the nomination are welcome but must be included with the entry.

For additional information on the awards,

Visit: [www.nos.noaa.gov/jones\\_award\\_announcement.html](http://www.nos.noaa.gov/jones_award_announcement.html)

Email: [jonesawards.2005@noaa.gov](mailto:jonesawards.2005@noaa.gov)

### The 2005 WALTER B. JONES MEMORIAL & NOAA EXCELLENCE AWARDS in Coastal and Ocean Resource Management

# Honor Your Coastal Heroes

|                               |                                 |
|-------------------------------|---------------------------------|
| Entry category .....          | Name of nominator .....         |
| Name of nominee .....         | Nominator's address .....       |
| Nominee's organization .....  | Nominator's phone number .....  |
| Nominee's address .....       | Nominator's fax number .....    |
| Nominee's phone number .....  | Nominator's email address ..... |
| Nominee's fax number .....    |                                 |
| Nominee's email address ..... | Signature of nominator .....    |

### PLEASE INCLUDE A DETAILED DESCRIPTION OF THE NOMINEE'S ACCOMPLISHMENTS

Send or deliver entries to: **Jones - NOAA Awards**



NOAA/National Ocean Service, Office of Ocean and Coastal Resource Management  
1305 East-West Highway, SSMC4, 10th Floor, Silver Spring, Maryland 20910  
Attn: **Ralph Cantral**

All nominations  
must be received by  
**DECEMBER 3, 2004**