

The George B. Hartzog, Jr. Environmental Awards Program 2021



HARTZOG – THE MAN

1920 - 2008

Often called “America’s Greatest Idea,” our national park system protects and showcases our most important natural, cultural, and historical resources. Yosemite, Yellowstone, Grand Canyon, and Great Smoky Mountains are easily recognizable names to most Americans. Muir, Mather, Albright, Hartzog are not so recognized. Generally, the parks are known, but not the people behind them.

Indeed, our system of national parks were established and perpetuated as a result of the efforts and ingenuity of a select group of individuals. These individuals are as significant to the cultural well-being of this country as any of those persons more recognizable in our history texts.

George B. Hartzog, Jr. was one such “man behind the scenery.” As the seventh Director of the National Park Service from 1964 to 1973, his administration led the largest expansion of the national park system, adding 72 units. The many accomplishments of the “Hartzog Years” include:

- Initiated an Amendment to the Alaska Native Claims Settlement Act of 1971 reserving 80 million acres of State and Native Interest Lands for possible inclusion in national park, forest, wildlife refuge, and wild and scenic rivers systems. From these and other lands, Congress in 1980 more than doubled the size of the national park system, adding more than 43 million acres.
- Instrumental in the development and passage of: The Wilderness Act; The Land and Water Conservation Fund Act; the Wild and Scenic Rivers Act; and the National Trails System Act.
- Developed recruitment, training, and promotion initiatives for women, minorities, and Native Americans in national park management programs.
- Created the Volunteers in Parks (VIP) program. Volunteers currently outnumber full-time employees and many services could not be provided without these individuals.
- Initiated the “Bring Parks to People” urban park programs; “Summer in the Parks” and “Parks for All Seasons” youth programs in partnership with public schools, local governments and citizen organizations; “Living History” programs that link generation to generation; and “Environmental Education Landmarks” curricula to foster a sense of community in our society.

Director Hartzog is listed in *Who’s Who in America*, *Who’s Who in the World*, and profiled in *Exemplary Public Administrators, Character and Leadership in Government*. The Jefferson National Expansion Memorial in St. Louis, Missouri houses the George B. Hartzog, Jr. Visitor Center.

After leaving government service, he continued to provide leadership as Director (1973–1998), President, and Chairman (1995–1998) of the White House Historical Association, Chairman of the Trustees of the White House Endowment Trust (1998–2004), the Wolf Trap Associates (Chairman), National Trust for Historic Preservation, and numerous other cultural and environmental groups. His legacy may be best summarized by the Secretary of the Interior’s Advisory Board:

“There will never come an end to the good he has done.”





THE ENVIRONMENTAL AWARDS PROGRAM

Each award may be conferred upon honorees that meet one or two of the related criteria for that award. A description of each award's history along with its recipient follows:

THE BENTON H. BOX AWARD

The Award is named in appreciation of Dr. Box's distinguished career as an educator/administrator, especially as Dean of the College of Forest and Recreation Resources at Clemson University, which he led to national and international recognition for academic excellence and for leadership in fostering innovation in resource management. The Award recognizes the teacher who by precept and example inspires in students the quest for knowledge; or the administrator who fosters a learning environment and encourages curriculum innovation to inculcate an "environmental ethic" as the rule of conduct involving resource management, development and utilization; or the private practitioner whose management over a sustained period demonstrates leadership in preserving, enhancing, renewing and restoring a livable environment.

Benton H. Box Award

is presented to

Joel Berger

**Barbara Cox Anthony University Chair in Wildlife Conservation
at Colorado State University**

*for recognition as a leader in preserving our natural environment and teacher who
inspires in students the quest for knowledge and encourages curriculum
innovation to inculcate an "environmental ethic" as the rule of conduct.*

Joel Berger grew up in the City of Angels – Los Angeles, California – where his love for surfing and desert and mountain explorations sparked a passion for science. He realized at an early age the importance of understanding biological interactions – and in an effort to conserve the diverse natural resources of our planet, began his important work of studying endangered and lesser-known animal species, climate and environmental change and migration and connectivity. Most recently, his research has been focused on how society's burgeoning passion for play and travel affect species on a local scale.

From studying muskoxen in the Russian and Alaskan Arctic and wild yaks in the Himalayas to black rhinos in the Namib Desert of southern Africa, Berger's work has taken him to the farthest reaches of the world and back again. He has published six books – one of which is “Extreme Conservation – Life at the Edges of the World” – and has garnered support from the Guggenheim Foundation, Smithsonian, National Geographic and the National Science Foundation. His work has also resulted in the only federally protected migration corridor, Path of the Pronghorn, in the United States.

Berger is currently the Barbara Cox Anthony University Chair in Wildlife Conservation at Colorado State University and a senior scientist for the Bronx-based Wildlife Conservation Society.

THE WALTER T. COX AWARD

The Award is so named in appreciation of Dr. Cox's distinguished career in education and public service, especially his tenure as President of Clemson University and as the Director of the Santee–Cooper Authority. The Award recognizes sustained achievement in public service on the firing line, where the public interest meets the private interest in public policy formulation and administration; distinguished leadership and support of innovation in conflict resolution of policy initiatives that enhance the quality of life; personal achievements during a career or in a specific episode that provides inspiration and leadership to others in serving the above purposes.

Walter T. Cox Award

is presented to

Cassius Cash

Superintendent of the Great Smoky Mountains National Park

for sustained achievement in public service providing leadership in administration of public lands and for policy formation affecting our natural and cultural resources.

Cassius Cash is a native of Memphis, TN – and has been back on his home turf serving as Superintendent of the Great Smoky Mountains National Park for the last five years.

Since his arrival in the Great Smoky Mountains, Cash has experienced many great rewards and challenges. From personally hiking with more than 180 young people during the Park's annual Hike 100 Challenge to meeting the demands of more than 11.4 million park visitors annually, Cash is a devoted steward of the land. Most recently, he supervised the opening of the newest 15-mile section of the Foothills Parkway which saw traffic of over 200,000 people in its first six weeks and extends from Walland, TN, to Wears Valley, TN.

Cash has been an in-demand speaker for nearly four years, sharing his passion for leadership, wild places and inspiring youth to become tomorrow's leaders. He has spoken to the Knoxville Bar Association, National Boy Scouts of America, and to the Congressional Black Caucus, to name a few. He has also been interviewed and featured in several magazines and news outlets such as Knoxville's *CityView* magazine, *Huffington Post*, *Blue Ridge Country* magazine and CBS News.

As Cash leads the Great Smokies Park into its 103rd year, his message about the importance of embracing challenges and taking risks, the power of relationships and community and the importance of knowing yourself is just as relevant now as it was at the park's conception.

THE DWIGHT A. HOLDER AWARD

The Award is named in honor of Mr. Holder's illustrious career as an entrepreneur and public servant. As Chairman of the South Carolina Parks, Recreation and Tourism Commission he led South Carolina's parks into a new era of service to the people of South Carolina and the nation. The Award recognizes outstanding work by doctoral graduates from the Department of Parks, Recreation and Tourism Management and the Department of Forestry and Environmental Conservation; a member of either Department's faculty for original research, scholarly writing, and innovative and inspired teaching; the faculty adviser and graduate student as a team, for initiatives that foster understanding of and provide new insights into the promotion, management, wise use and enjoyment of South Carolina's natural and cultural heritage in perpetuity; and distinguished academic leadership by a member of either Department's faculty and staff.

The Dwight A. Holder Award

is presented to

Adam Beeco

Program Manager of Policy, Planning and Compliance in the Natural Sounds and Night Skies Division (NSNSD) of the National Park Service

for outstanding work and sustained achievement that foster understanding, wise use, and conservation of natural and cultural resources.

Adam Beeco has worked in the field of human dimensions of natural resources since 2007. He is currently the Program Manager of Policy, Planning and Compliance in the Natural Sounds and Night Skies Division (NSNSD) of the National Park Service. In this role, he serves as a social scientist and planner for research and planning efforts related to the impacts of noise and light pollution on the visitor experience and park resources.

Prior to his role at the National Park Service, Beeco worked as an outdoor recreation planner for the Federal Energy Regulatory Commission (FERC) in the Division of Hydropower Licensing in Washington, DC. At FERC, Adam worked on interdisciplinary teams throughout the licensing process to balance the benefits of hydropower generation with the impacts on environmental resources, including fisheries, wildlife, economics, land use and recreation.

He is a graduate of Clemson University with a Ph.D in Parks, Recreation and Tourism Management. His dissertation, titled Integrating Spatial Modeling into Recreational Planning in Parks and Protected Area, won the American Academy of Park and Recreation Administration's Best Dissertation Award in 2014.

Beeco's research interests include spatial mapping and modeling, visitor tracking, impacts of noise and light pollution on protected areas, and indicators and thresholds-based planning. He has taught both undergraduate and graduate classes on the human dimensions of natural resources. He is currently an adjunct professor at Clemson

University and was given an Outstanding Alumnus Award from Clemson's Parks, Recreation, and Tourism Management Department in 2019.

He is also dedicated to volunteer work, including service as a commission member and co-chair for the Open Lands Advisory Commission for the City of Loveland, CO, associate editor for the *Journal of Parks Recreation Administration* and the cleaning crew at his church. His hobbies include whitewater paddling, skiing, hiking, backpacking and enjoying the Colorado outdoors with his wonderful wife Rebekkah.

THE WILLIAM C. EVERHART AWARD

The Award is named in appreciation of the distinguished career of Bill Everhart as field interpreter, researcher, administrator, author, and creator of the National Park Service's Harpers Ferry Center for creative design and communication, which has received national and international recognition for excellence. The Award recognizes sustained achievements during a career or in a specific episode that illuminate, provide creative insights to, and that foster an appreciation of our natural and cultural heritage.

The William C. Everhart Award

is presented to

Marc J. Stern

Professor in the Department of Forest Resources and Environmental Conservation
at Virginia Tech

for recognition of sustained achievements that illuminate, provide creative insights, and that foster an appreciation of our natural and cultural heritage.

Dr. Marc J. Stern is a professor in the Department of Forest Resources and Environmental Conservation in the College of Natural Resources and the Environment at Virginia Tech. He is also a senior fellow of the Center for Leadership in Global Sustainability in Arlington, VA, and serves as the co-editor in chief for the *Journal of Interpretation Research* and as an associate editor for the journal *Society & Natural Resources*.

Dr. Stern's teaching and scholarship focus broadly on the human dimensions of natural resource management, environmental education and sustainability. He teaches courses in environmental education and interpretation at the undergraduate level and in social science research methods and sustainability at the graduate level.

Dr. Stern is a prolific researcher and author. His research has resulted in major theoretical advancements as well as practical applications for improving environmental education and interpretation initiatives, relationships between protected areas and local communities, natural resource planning processes, climate adaptation efforts and other elements of environmental governance. Some particularly notable achievements involve providing the research basis for a major revision of the U.S. Forest Service's approach to training for planning processes associated with the National Environmental Policy and for revisions to the National Park Service's approaches to environmental education and interpretation.

His recent book, *Social Science Theory for Environmental Sustainability: A Practical Guide*, published by Oxford University Press, translates decades of advancements in social

science theory for everyday practitioners working in the environmental field. His work on trust development and other theoretical advancements have been well-recognized in the broader field and recently were the focus of a keynote presentation for the International Association for Society and Natural Resources.

His current work focuses on improving environmental education and interpretation for diverse audiences; advancing collaborative processes associated with climate adaptation; and enhancing planning processes for interpretation across the National Park Service.

THE FRAN P. MAINELLA AWARD

The Fran P. Mainella Award is presented to Linda Austin Lanterman

**President, National Association of State Outdoor Recreation Liaison Officers
*for sustained and innovative achievement in promoting diversity, equity, and inclusion in the management of North America's natural, historic and cultural heritage.***

Linda Lanterman serves as the current president of the National Association of State Outdoor Recreation Liaison Officers (NASORLO) and former president of the National Association of State Park Directors (NASPD), both organizations in which Director Mainella held leadership positions.

Linda has long been a champion for the re-authorization of the Land and Water Conservation Fund (LWCF) and was active in the Great American Outdoors Act efforts, as well. Linda spent time in Washington, DC, educating Congress on the importance of the re-authorization and was one of the point persons for America's State Parks in the successful negotiations.

As President of the NASPD, she provided leadership for the organization and was instrumental in the partnership with NASPD and Clemson University for the implementation of a webinar series for State Park professionals around the nation. Linda is a strong believer in education and training opportunities and has served at the State Park Leadership School for two terms. Her passion for parks is obvious and her energy level is reminiscent of the awards namesake.

And finally, a story of impact and connections:

In 2006, Fran was director of the National Park Service (NPS) when Kansas hosted the NASPD conference. Linda was assistant director and did most of the planning for the conference – and she was thrilled to learn that Fran would be in attendance. She arranged an escort for Fran and has said it was a thrill for her to spend time with the current director of the National Park Service. Fran is the real deal, and she made an impact on a young lady who never thought she could be a park director. Linda not only became a park director, but also president of the NASPD. Impact indeed.

Linda is still in awe of Fran to this day, as she has made an impact on all parks and the people she has inspired.

THE INSTITUTE FOR PARKS DISTINGUISHED SERVICE AWARD

The Institute for Parks Distinguished Service Award
is presented to
Robert F. Orr
*for sustained service and dedication to the Institute for Parks
and Clemson University.*

Justice Robert Orr is the former chairman of the Board of Advisors for the Institute for Parks. Justice Orr was born in Norfolk, Virginia and spent his childhood in Hendersonville, North Carolina. After earning his bachelor's degree from the University of North Carolina at Chapel Hill, Justice Orr served in the United States Army from 1968 to 1971. He returned to UNC-Chapel Hill to earn his law degree and then entered private law practice in Asheville, North Carolina. In 1986, Justice Orr was appointed to the North Carolina Court of Appeals, and in 1994 was elected to the state's Supreme Court. From 1992 to 1996, he also served on the United States National Park System Advisory Board. Justice Orr also teaches a class on the NC Constitution at UNC School of Law and is currently on the Board of Directors for the Conservation Trust of North Carolina. In July 2004, Justice Orr retired from the state Supreme Court during the summer to head the newly-formed North Carolina Institute for Constitutional Law. Justice Orr continues to practice law focusing on appellate work, NC Constitution litigation and representing college athletes in NCAA matters. He has four children, one of which is pursuing a MS from Clemson University's Department of Parks, Recreation, and Tourism Management.

THE INSTITUTE FOR PARKS DISTINGUISHED SERVICE AWARD

The Institute for Parks Distinguished Service Award
is presented to
Dr. Harold E. Cheatham
*for sustained service and dedication to the Institute for Parks
and Clemson University.*

Dr. Harold E. Cheatham received a bachelor of science degree in Psychology from Pennsylvania State University in 1961, a master of arts degree from Colgate University in 1969, and the doctor of philosophy degree from Case Western Reserve University in 1973. Dr. Cheatham's professional appointments in higher education include Director of University Counseling at Case Western Reserve University, professor of psychology at the US Coast Guard Academy, professor and head of the department of counselor education and counseling psychology at Pennsylvania State University, and professor and dean of Clemson University College of Health, Education, and Human Development

from 1996 to 2001. He has served as education leader and as a student of mental health service delivery in the Soviet Union and China, and as medical missionary to Zambia, Ghana, Vietnam, and Haiti. Cheatham is a life member of Phi Kappa Phi, and the Fulbright Scholars Association. He has served on the editorial boards of the Career Development Quarterly, Western Journal of Black Studies, Journal of Black Psychology, Journal of College Student Development, and as editor of the ACPA Media Board. His writing and research address multicultural counseling theory and practice, cultural pluralism, and psychosocial development of African Americans in US higher education. Dr. Cheatham is also a founding member of the Board of Advisors of the Institute for Parks and is Dean Emeritus and Professor Emeritus of counseling and education leadership at Clemson University. He also achieved Professor Emeritus status at the Pennsylvania State University. In 2012, Cheatham was inducted into the Society of Distinguished Alumni of The Pennsylvania State University.

THE INSTITUTE FOR PARKS DISTINGUISHED SERVICE AWARD

The Institute for Parks Distinguished Service Award

is presented to

Harrison F. “Hack” Trammel

*for sustained service and dedication to the Institute for Parks
and Clemson University.*

Harrison "Hack" Trammel is the former chief executive of the Clemson University Foundation, which has as its mission to support Clemson University by promoting growth and stewardship of an endowment currently in excess of \$700 million, fulfilling its covenants with donors. Mr. Trammel also served as chief executive of the university's two real estate related foundations: The Clemson University Real Estate Foundation, which receives and disposes of gifts of real estate property, and the Clemson University Land Stewardship Foundation; a real estate property development enterprise. Having spent over two decades in healthcare administration, Mr. Trammel retired in 2007 as the President of the Regional Facilities Division of the Carolinas Healthcare System. He graduated from Clemson in 1978 with a BS in Accounting and is a Certified Public Accountant (retired).

Previous Hartzog Lecturers

- 2019 [David Vela](#), Deputy Director exercising the authority of the Director of National Park Service, “[NPS Next: The Second Century of the National Park Service](#).”
- 2018 [Amy Roberts](#), Executive Director, Outdoor Industry Association, President, Outdoor Foundation, “Making the Case for Outdoor Recreation: Creating Prosperity for Communities and Families.”
- 2017 Florence Williams, Author, “Can Nature Make Us Happier, Healthier, and More Creative?”
- 2016 Terry Tempest Williams, Author, “The Hour of Land”
Jonathan “Jon” B. Jarvis, 18th Director of National Park Service, “*The National Park Service Centennial: Looking Back and Looking Forward*”
- 2015 Dr. Julian Agyeman, Professor of Urban and Environmental Policy and Planning, Tufts University
- 2014 Keshav Varma, Founding Director, The World Bank’s Global Tiger Initiative, “Changing the Conversation in Conservation”
- 2013 Lee Talbot, Professor, Environmental Science and Policy Department, George Mason University, “International Conservation: Some Historical Perspective and Vignettes of a Career”
- 2012 Reed F. Noss, Provost’s Distinguished Research Professor, University of Central Florida and President of the Florida Institute for Conservation Science, “Trying to Think Big in Conservation”
- 2011 Jonathan “Jon” B. Jarvis, 18th Director of National Park Service, “A Call to Action: Preparing for a Second Century of Stewardship and Engagement”
- 2010 Gary E. Machlis, Science Advisor to the Director, National Park Service, and Professor of Conservation at the University of Idaho, “American Covenant: Why National Parks Matter in the 21st Century”
- 2009 Dayton Duncan, writer, documentary filmmaker, and author, “National Parks, America’s Best Idea”
- 2008 Mary A. Bomar, 17th Director of National Park Service, “People, Parks, and Policy – ‘America’s Best Idea’ Turns 100”
- 2007 Richard Louv, Author “Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder”
- 2006 Ronald H. Walker, 8th Director of National Park Service, “Our National Parks: Yesterday, Today and Tomorrow”
- 2005 Ed Brannon, retired US Forest Service, “The First Century of the US Forest Service: The evolution (or was it creation) of forest conservation in America”
- 2004 William Brown, Gary Everhardt, Robert Stanton, and Robert Utley, Panel Discussion “Re-Creating the National Parks: The Hartzog Years”
- 2003 Dale N. Bosworth, 15th Chief of U.S. Forest Service, “Delivering Values from Public Land: Today’s Challenge to Conservation”
- 2002 Fran P. Mainella, 16th Director of National Park Service, “A Seamless Network of Parks”

- 2001- Fall Sharyn McCrumb, New York Times Best Selling Author, Appalachian Novelist, "The Serpentine Chain: A Novelist looks at the Appalachians"
- 2001- Spring Rudolph E. (Rudy) Mancke, Director of Science and Nature Programming, South Carolina Educational Television, "The Naturalist Tradition"
- 2000 Beverly L. Driver, retired, USDA Forest Service, "The Leisure Profession: Where We Have Been and Where We Need to Go"

Previous Hartzog Lecturers/cont.

- 1999 Moved to Spring 2000
- 1998 William C. Everhart, Assistant to the Director for Policy, National Park Service, "George Hartzog, A Swashbuckler Among Bureaucrats"
- 1997 Robert G. Stanton, 15th Director of National Park Service, "The Future of Our National Parks"
- 1996 Henry L. Diamond, Co-chair of the Sustainable Use of Land Project, and Pat Noonan, Chairman of the Conservation Fund, "Land Use in America"
- 1995 Max Oelschlaeger, Professor in Philosophy and Religion Studies at the University of North Texas, "Environmental Ethics and America's National Parks"
- 1994 Mario Boza, Director, Mesoamerican Biological Corridor Project, Caribbean Conservation Corporation, "Biodiversity Conservation in Mesoamerica"
- 1993 Roger Kennedy, 14th Director of National Park Service
- 1992 Lee Stetson, actor, Wild Productions, "An Evening with John Muir: Conversation with a Tramp"
- 1991 Frank Bracken, Deputy Secretary of the Interior, "Emerging Federal Issues in Managing Natural Resources for Recreation"
- 1990 Senator Gaylord Nelson, Wilderness Society
- 1989 James Ridenour, 13th Director of National Park Service, "The Expanding of Science in the Management of NPS and Science-based Decision Making"
- 1988 Bill Burch, Jr., Hixson Professor of Natural Resources in Forestry and Environmental Studies, Director of Tropical Resources Institute at Yale University, "Relationships Between Natural Resources and Tourism"
- 1987 Paul Pritchard, President, The National Parks and Conservation Association, "Tourism and Natural Resources: New Approaches to Old Problems"
- 1986 No presentation
- 1985 Stewart Udall, 37th Secretary of the Interior, discussed events of the Udall/Hartzog era
- 1984 Ray Arnett, Assistant Secretary, Parks and Wildlife, "An Overview of America's Land Conservation Systems"
- 1983 Senator Malcolm Wallop
- 1982 Roundtable Discussion with George Hartzog, Marion Clawson, conservationist with Resources for the Future, and Bob Baker

- 1981 Russell Dickenson, 11th Director of National Park Service “Our Legacy of Recreation Lands”
- 1980 R. Max Peterson, 14th Chief of U. S. Forest Service, “Recreation: Changing Roles in a Changing Society”

The Institute for Parks

The Clemson University Institute for Parks (CUIP) provides research, education, training, and outreach that enhances the management of the world's parks and protected areas. It accomplishes this by providing park and protected area managers with innovative research to support science-based decision-making; and by developing current and future leaders in the park movement by providing interdisciplinary and transformative education and training programs. Currently the CUIP has over 35 Clemson University Faculty affiliates (Fellows) from 4 colleges. For more information, see www.Clemson.edu/cuip

The Hartzog Fund

The Hartzog Fund began in 1978 when colleague William C. Everhart, through a gift to Clemson University, sought to honor George B. Hartzog, Jr. the seventh Director of the National Park Service. The Fund allows the Institute for Parks and the Dept. of Parks, Recreation, and Tourism Management to sponsor two annual activities and one graduate student fellowship. The Hartzog Lecture Series supports an annual presentation by leading figures in the field of conservation. In addition to the Hartzog Lecture Series, the Institute for Parks hosts the annual Hartzog Awards Luncheon and gives six awards to individuals for exemplary leadership in addressing environmental issues and concerns. The Hartzog Graduate Student Fellowship began in 2003 and supports a graduate student doing research in parks associated with the National Park Service.

Please help us promote excellence in park management and conservation by making your donation to the Clemson University Foundation – Hartzog Fund and mail to:
Clemson University Foundation, c/o Donna Incropera Dant
Clemson University, 110 Daniel Dr., Clemson, SC 29631-1520

