

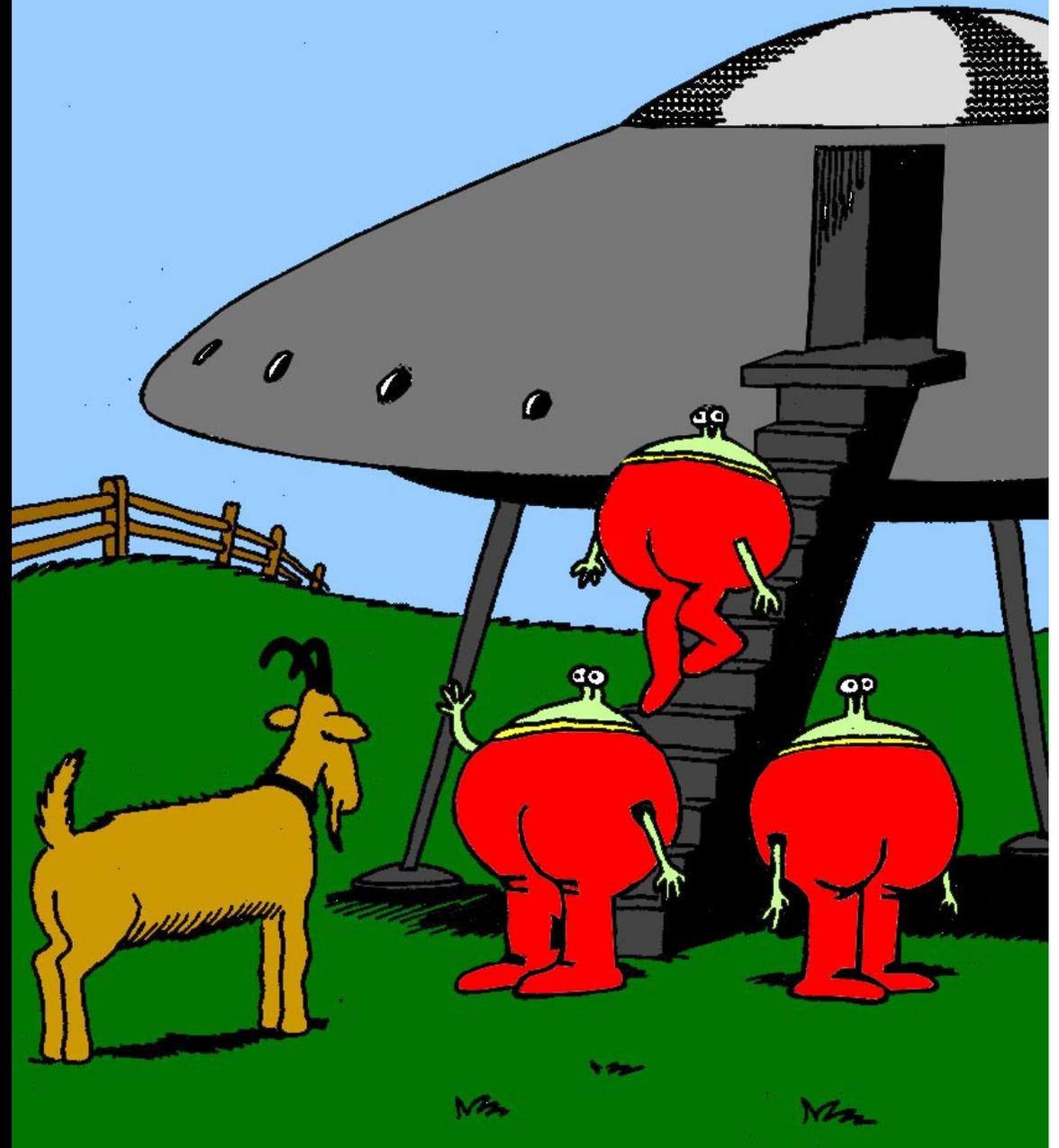
# **Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable**



**John M. Davis, M.S., M.C.R.P.  
Conservation Outreach Coordinator  
Texas Parks and Wildlife Department**

When  
worlds  
collide...

The Far Side

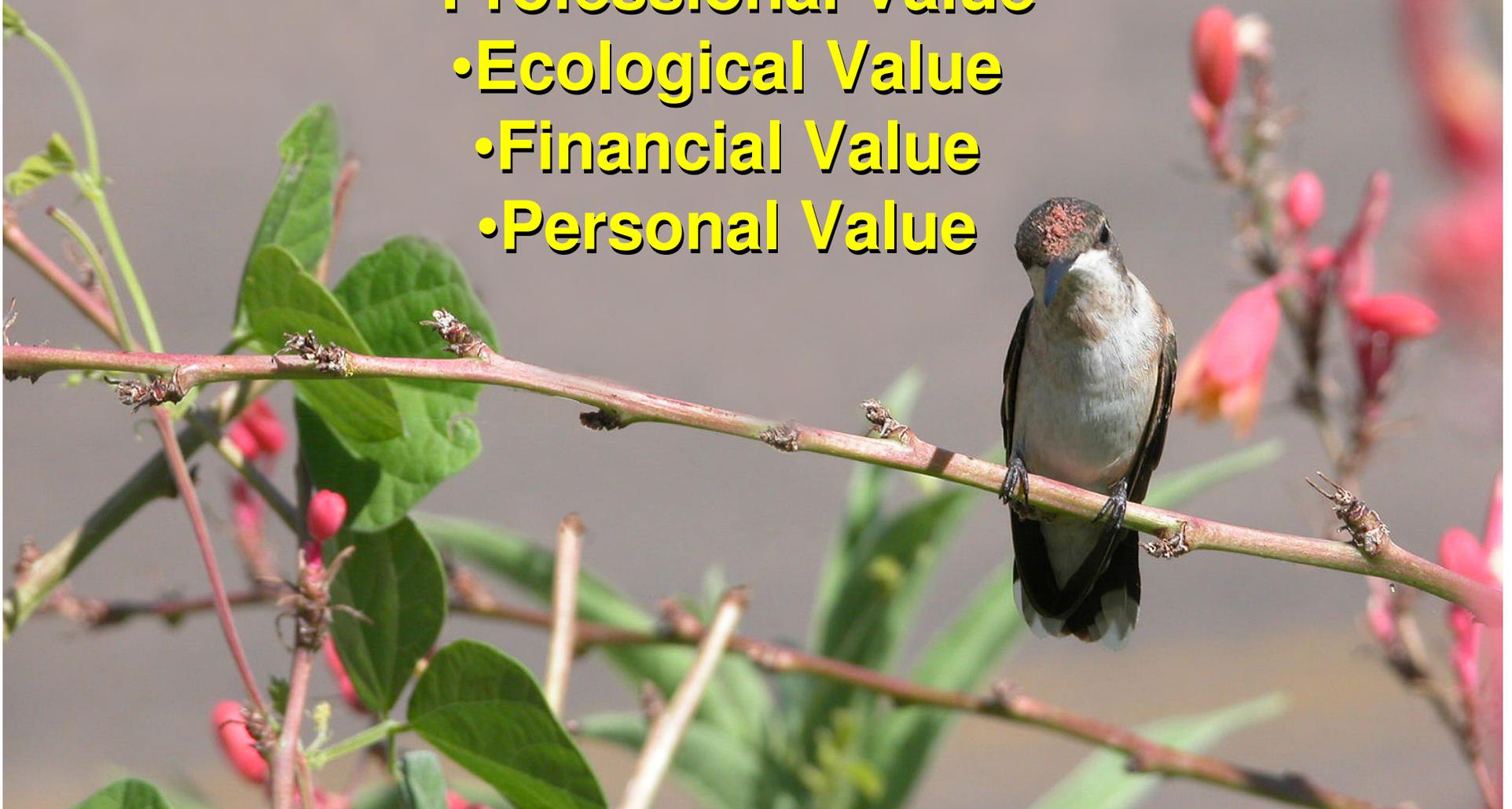


**Message: Y'all are valued in so many ways.**



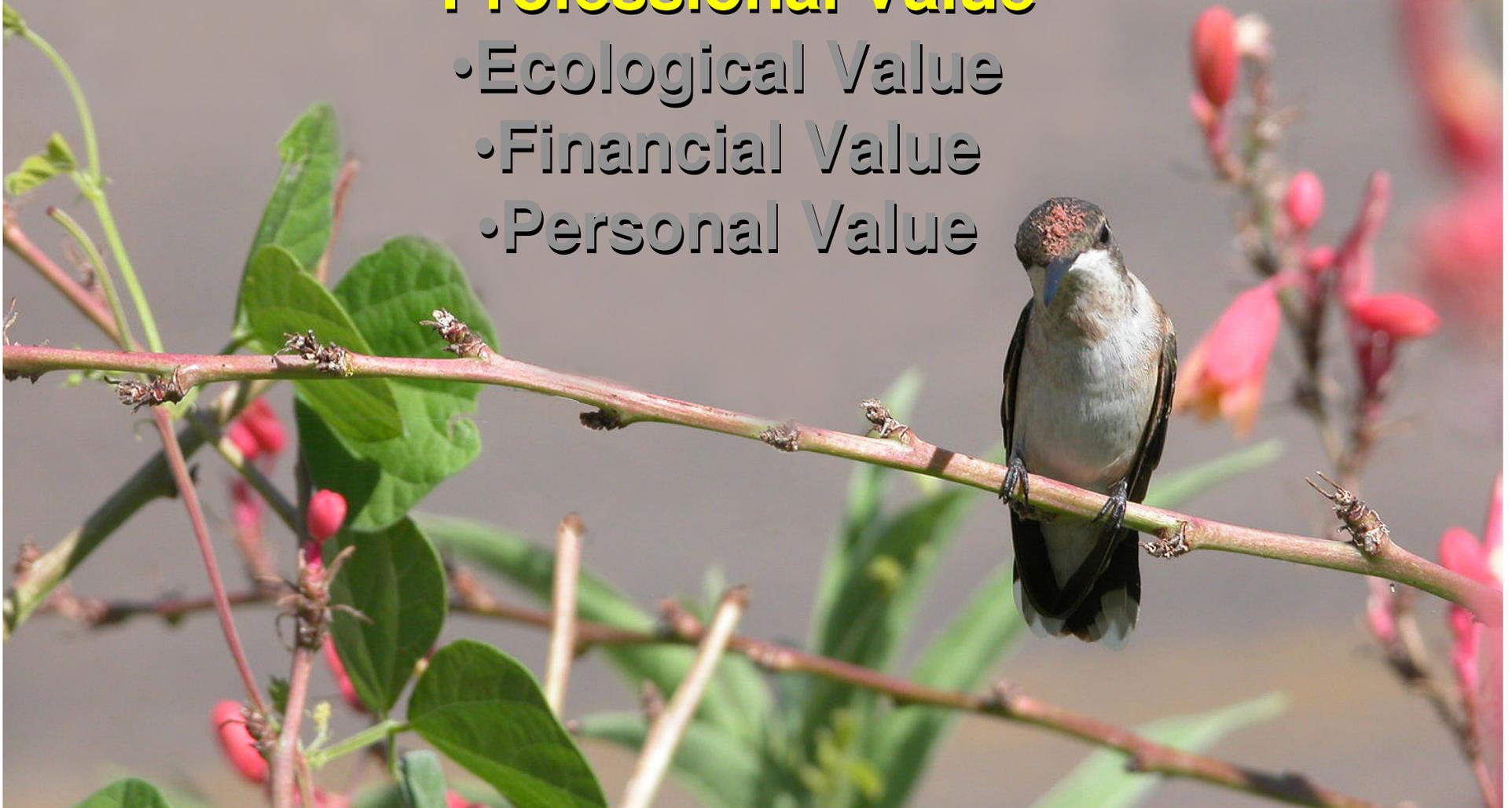
# **Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable**

- **Professional Value**
- **Ecological Value**
- **Financial Value**
- **Personal Value**



# Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable

- **Professional Value**
  - Ecological Value
  - Financial Value
  - Personal Value



## Basic Presentations

- Schools
- Garden Clubs
- Scout Groups



**Basic Site Specific TG  
(applies to one site)**

- Park**
- HOA (pond and open space)**
- Stream reach**
- School**
- Development**
- Corporate campus**
- Golf course**



**Summer, 1997?**

# Demonstration Sites



**WILDSCAPE**

A Joint Project of  
**The Arlington Organic Garden Club and  
The Arlington Conservation Council**  
with the assistance of  
Texas Parks and Wildlife Department Nongame and Urban Program  
City of Arlington Parks and Recreation Department

- Rosa Finsley, Landscape Architect
- Arlington Hardware
- Arlington Woman's Club
- Bluestem Nursery of Arlington
- In Celebration of Beryl Clark
- Clear Fork Materials Co.
- Gary Edwards
- Molly Hollar
- Susan Hollar, DDS
- Kings Creek Gardens
- Native Plant Society of Texas, Fort Worth Chapter
- Organic Yard Care
- Redenta's Garden
- In Celebration of Joan Stephenson
- Judith G. Wells
- Weston Gardens in Bloom, Inc.
- Wild Birds Unlimited of Dallas

Wildlife conservation through education and demonstration • 450-5474



Vertical sign with text and graphics, likely providing additional information about the Wildscape project or the demonstration sites.

# Booths



# Media



**Newspaper  
Radio  
TV**

# Attitudinal Maturity

Beyond

Advanced

Intermediate

Basic

- Intro Presentations
- Intro Technical Guidance
- Demonstration Sites
- Booths
- Media

INPUT (investment)



General Public

- Awareness
- Appreciation
- Goodwill
- Visibility

OUTPUT (return)

~1994

## Intermediate Presentations

- Garden Clubs
- Civic Groups
- Teachers



## Intermediate TG (more technical)

- Park
- HOA (pond and open space)
- Stream reach
- School
- Development
- Corporate campus
- Golf course



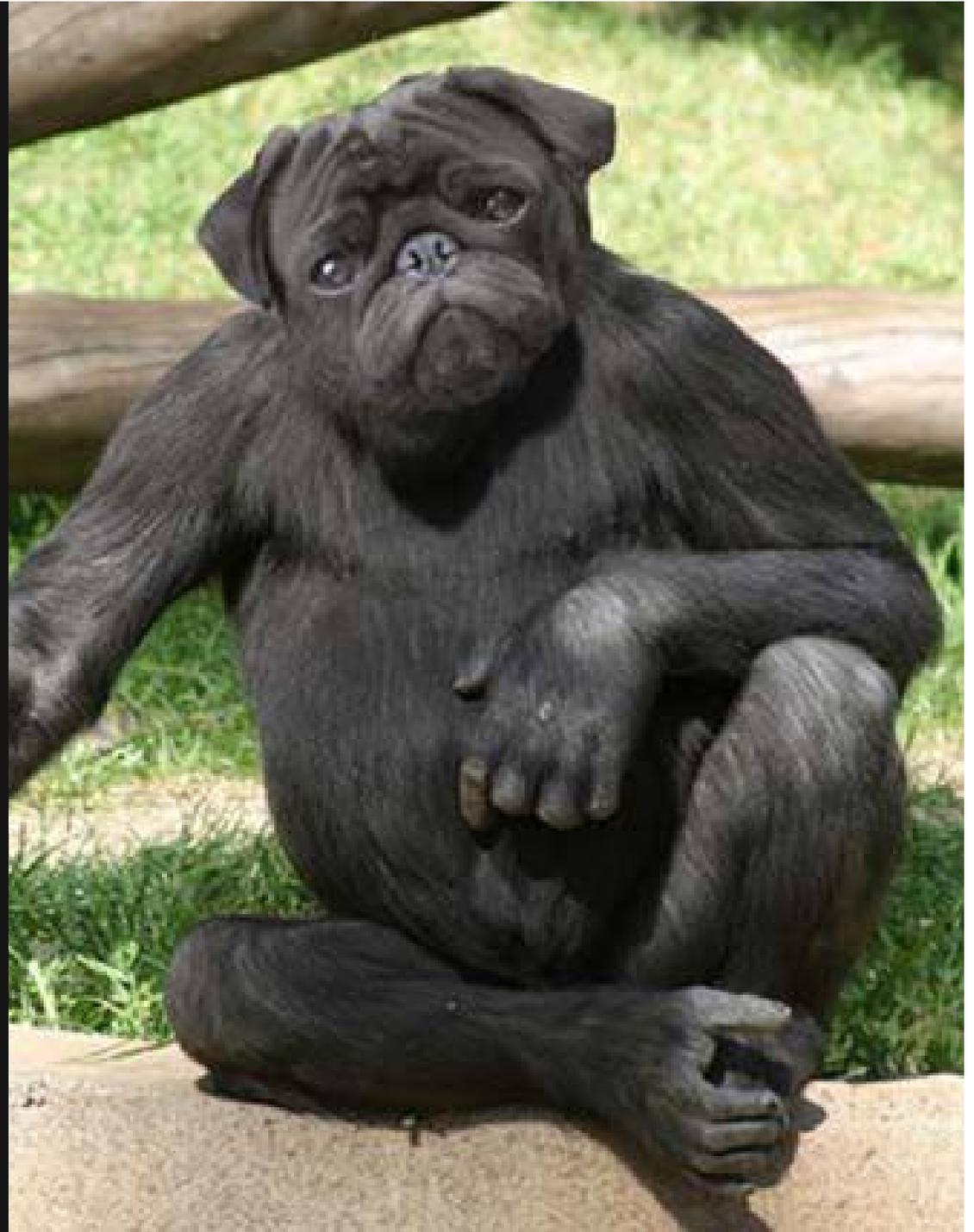
## Classes / Workshops

- Birding
- Wildscaping
- Pond Building
- School Habitats



**We needed clones.**

**Previous attempts went  
dreadfully wrong.**



**Debbie Reid  
& Rufus Stephens**

San Antonio  
Parks and Rec

Urban Biologist  
TPWD

05/09/2007



# Texas Master Naturalist Program

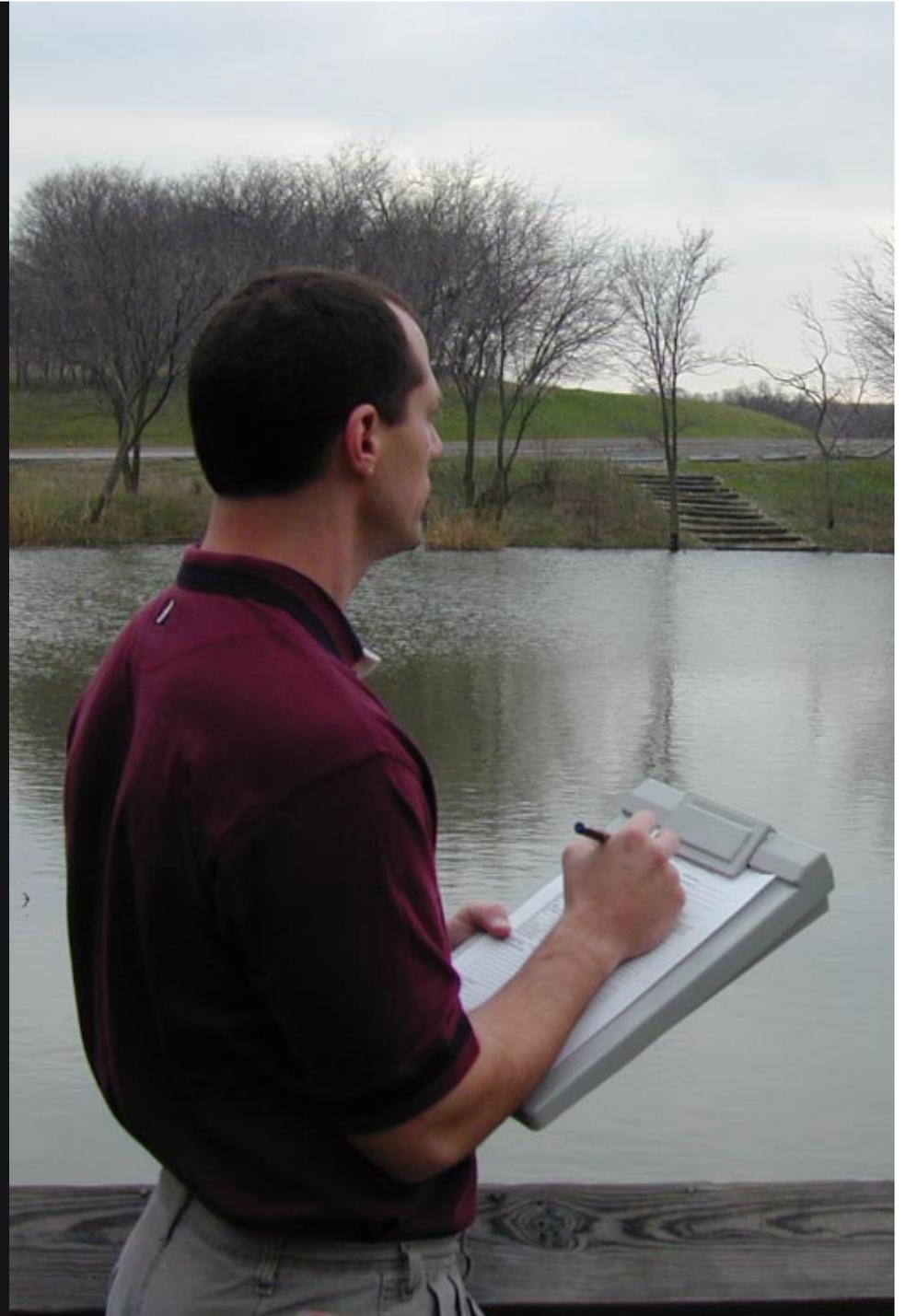


05/09/2007

**They got it right!**

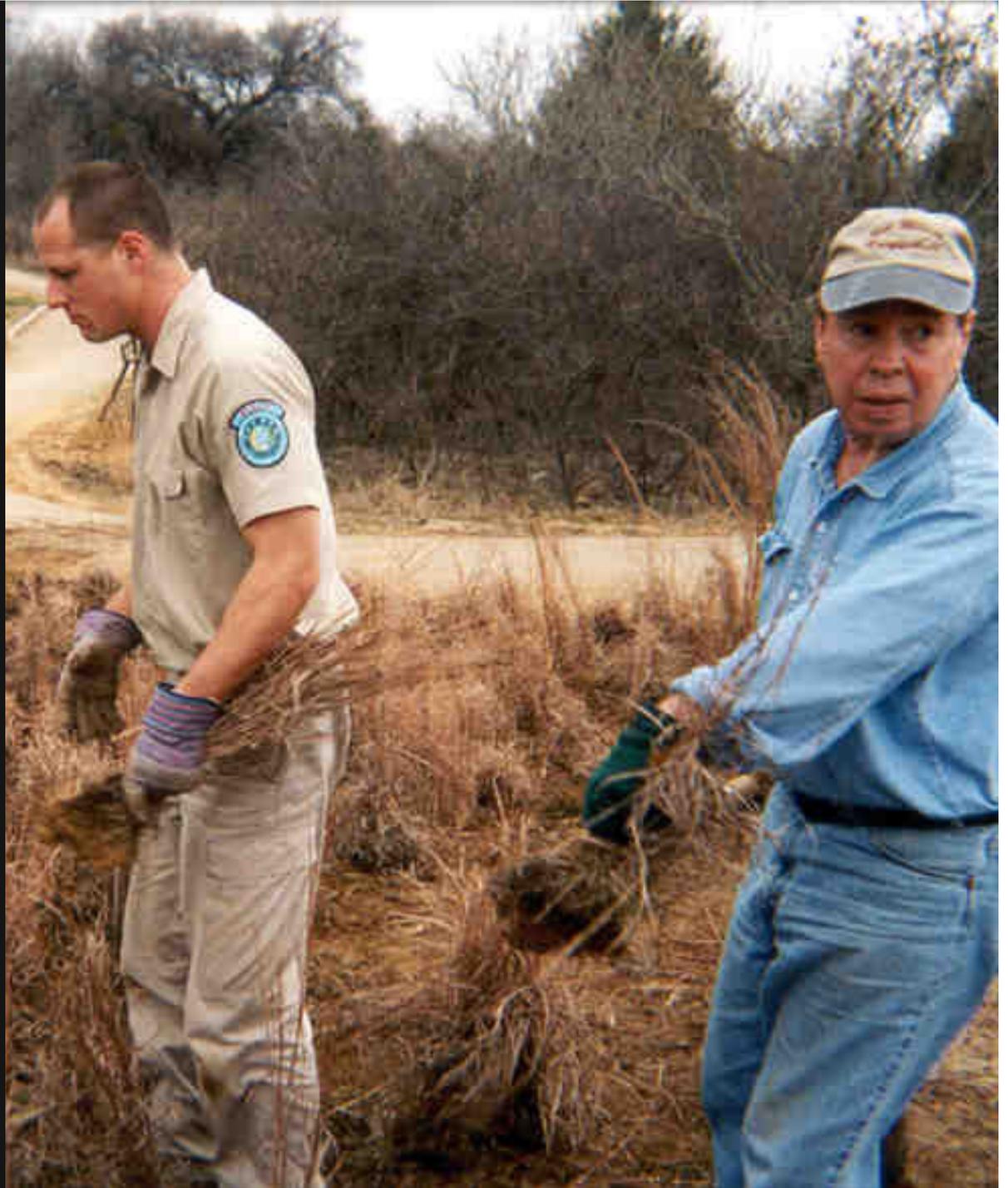
## Monitoring Programs

- Amphibian Watch
- Horned Lizard Watch
- Etc.



# Projects

- Tierra Verde
- Veteran's Park
- Randol Mill Park
- Etc.



# Attitudinal Maturity

Beyond

Advanced

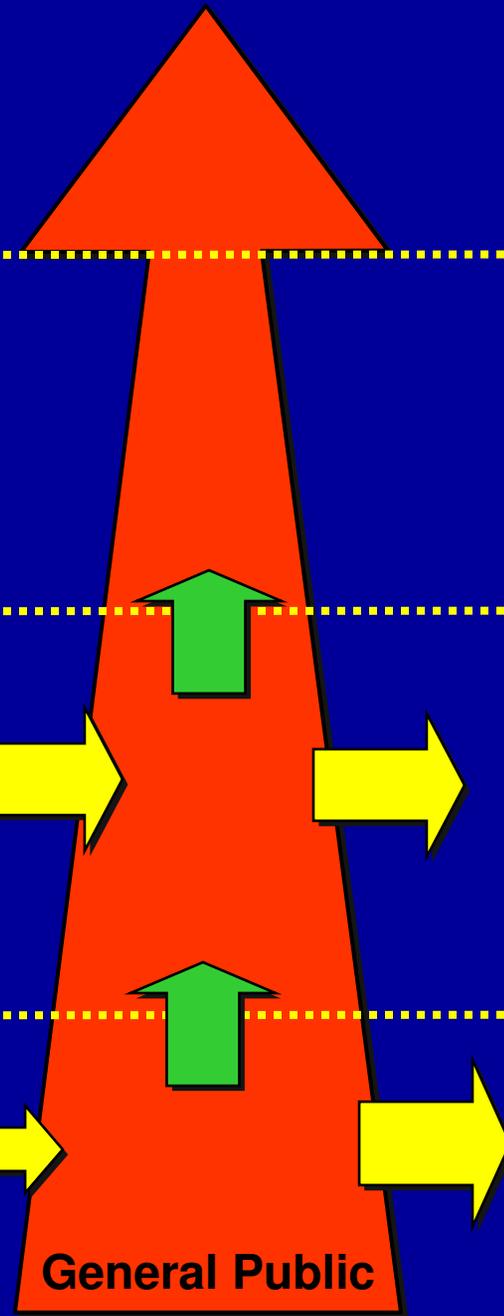
Intermediate

Basic

- Inter. Presentations
- Inter. Technical Guidance
- Classes / Workshops
- Master Naturalist Program
- Monitoring Programs
- Projects / Tours

- Intro Presentations
- Intro Technical Guidance
- Demonstration Sites
- Booths
- Media

INPUT (investment)



General Public

- Educated Constituents
- New Volunteers
- Habitat Work
- Agency Support
- Relationships

- Awareness
  - Appreciation
  - Goodwill
  - Visibility
- OUTPUT (return)

~1998

~1994

# Attitudinal Maturity

Beyond

Advanced

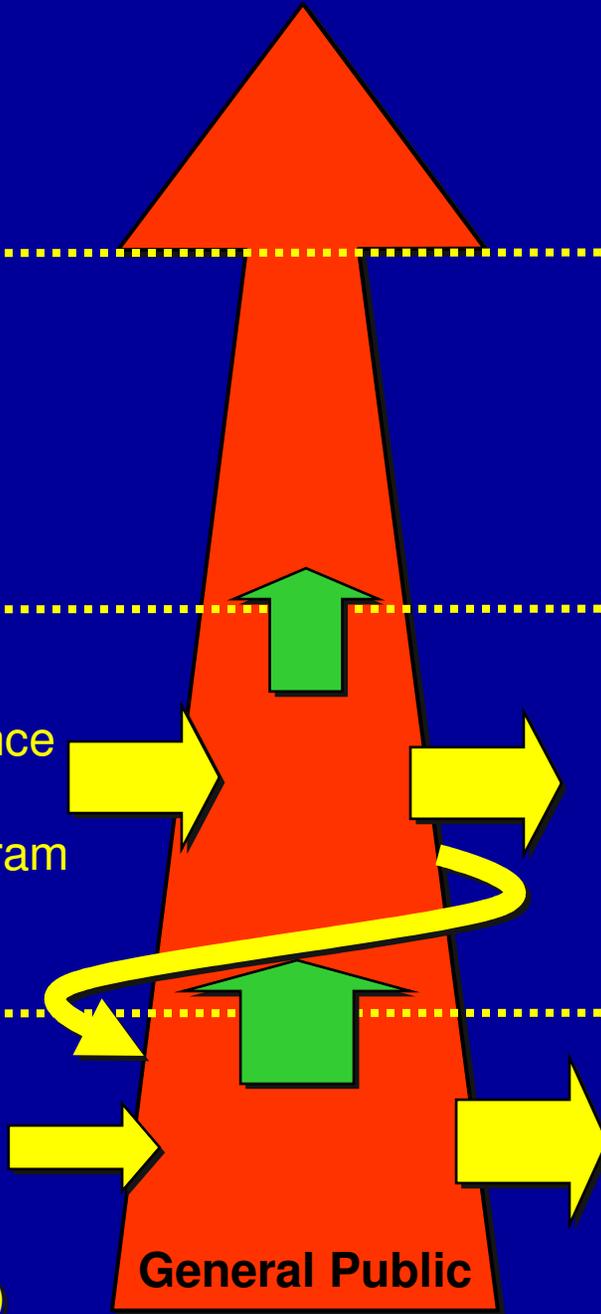
Intermediate

Basic

- Inter. Presentations
- Inter. Technical Guidance
- Classes / Workshops
- Master Naturalist Program
- Monitoring Programs
- Projects / Tours

- Intro Presentations
- Intro Technical Guidance
- Demonstration Sites
- Booths
- Media

INPUT (investment)



- Educated Constituents
  - New Volunteers
  - Habitat Work
  - Agency Support
  - Relationships
- ~1998

- Awareness
  - Appreciation
  - Goodwill
  - Visibility
- ~1994
- OUTPUT (return)

## Advanced Presentations

- Professional Groups
- Elected Officials
- Municipal Staff
- Civic Groups



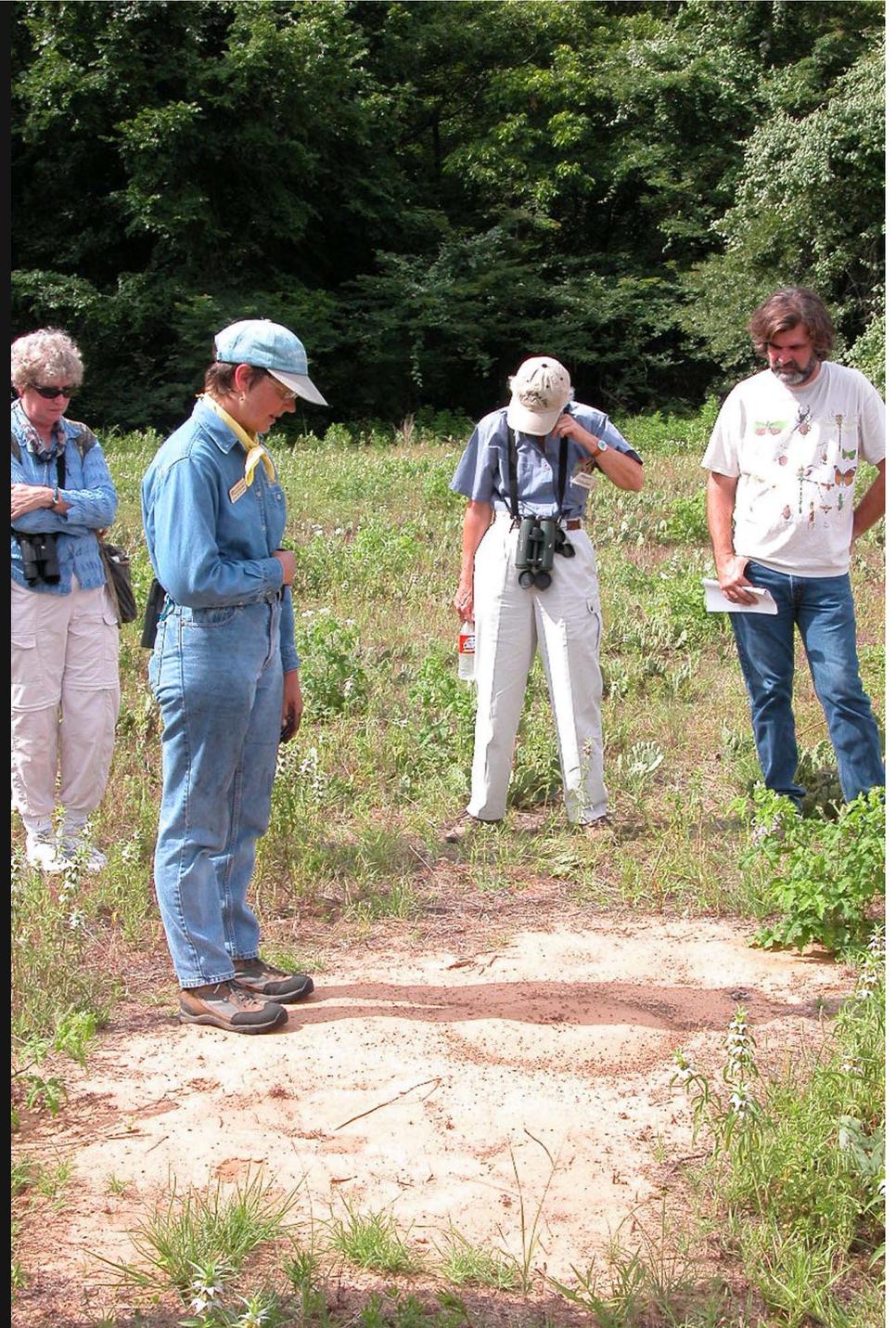
## Advanced TG (Multiple Sites/ Policy)

- Park system
- Ordinance review/assistance
- Open space planning
- HCP work
- Regional habitat acquisition
- Stormwater management plan
- Trail or road alignment plans



## Advanced Training

- Effective Messenger
- Citizen Science
- Etc.



## Research

- Mammal Trapping
- Herp. Research
- Veg. Control Techniques
- Urban Dove Research



# Attitudinal Maturity

Beyond

Advanced

Intermediate

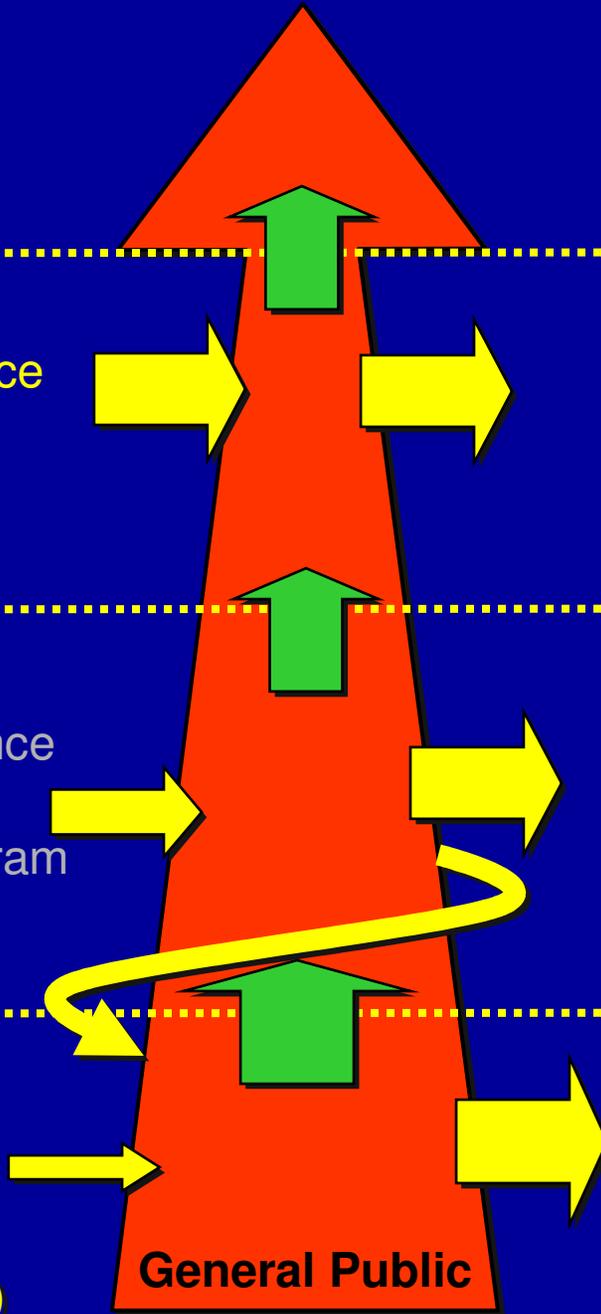
Basic

- Adv. Presentations
- Adv. Technical Guidance
- Community Planning
- Adv. MN Training
- Research

- Inter. Presentations
- Inter. Technical Guidance
- Classes / Workshops
- Master Naturalist Program
- Monitoring Programs
- Projects / Tours

- Intro Presentations
- Intro Technical Guidance
- Demonstration Sites
- Booths
- Media

INPUT (investment)



General Public

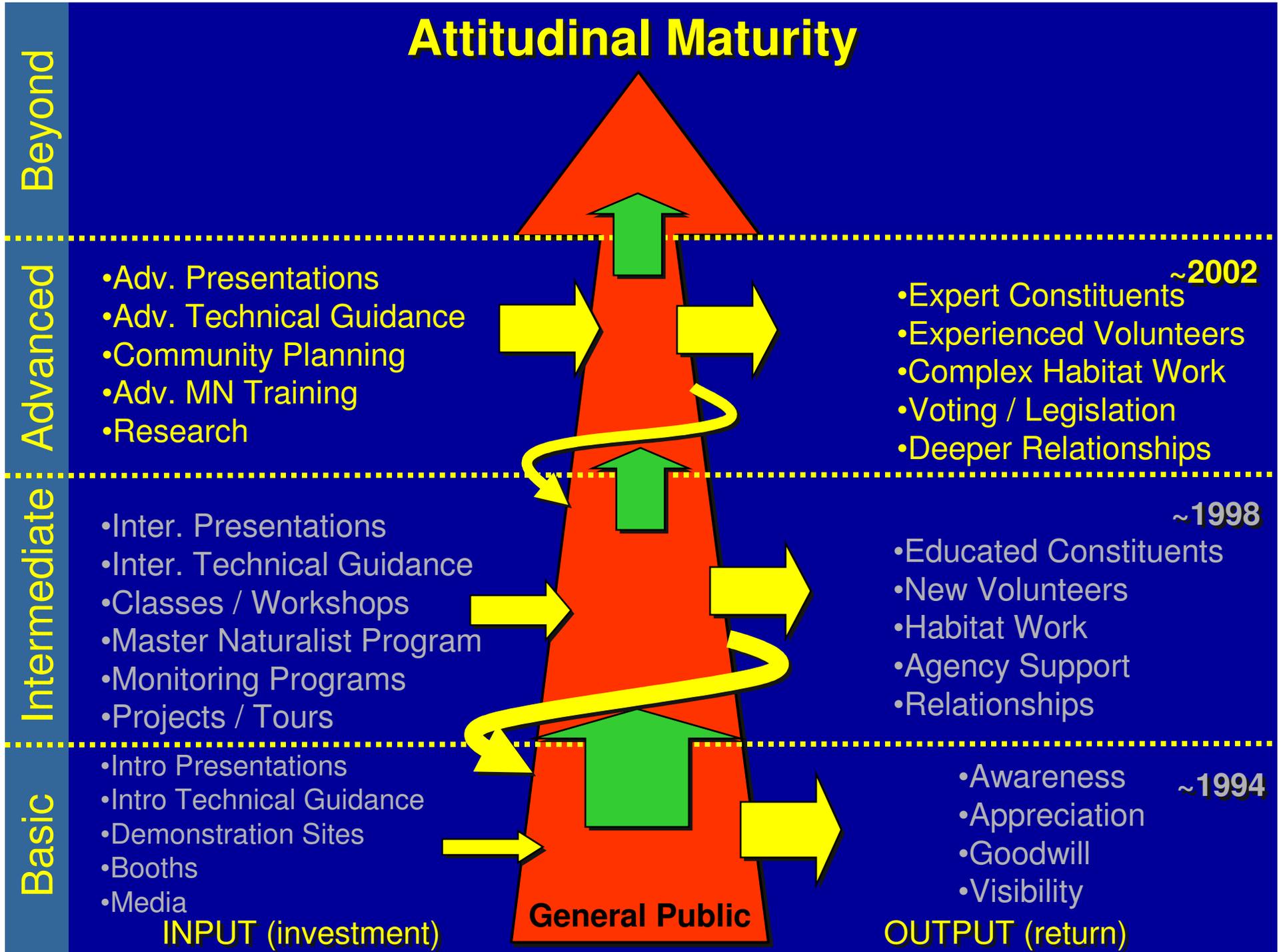
- Expert Constituents **~2002**
- Experienced Volunteers
- Complex Habitat Work
- Voting / Legislation
- Deeper Relationships

- Educated Constituents **~1998**
- New Volunteers
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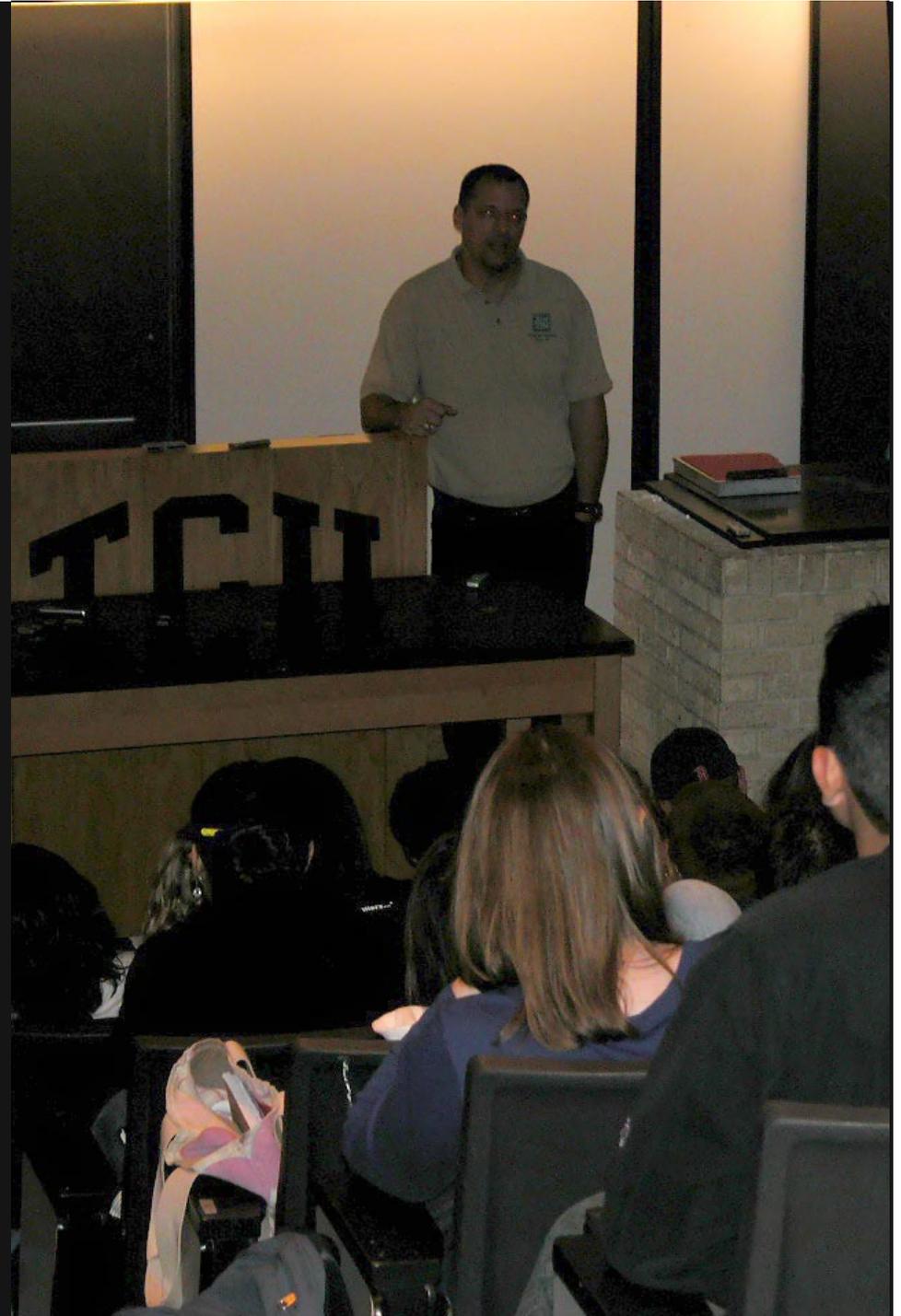
OUTPUT (return)

# Attitudinal Maturity



## University Lectures

- Urban Wildlife Mgt.
- Landscape Architecture
- City Planning



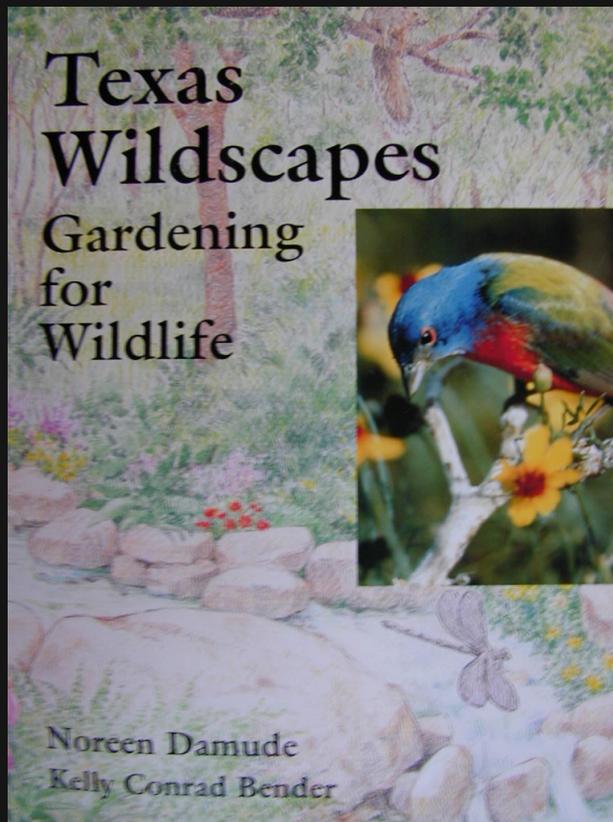
# National Conferences

- National Speakers
- National Urban Wildlife Conference 2011



## Textbooks / Materials

- Urban Wildlife Text
- TX Wildscapes Book



# URBAN WILDLIFE MANAGEMENT



Clark E. Adams  
Kieran J. Lindsey  
Sara J. Ash

 Taylor & Francis  
Taylor & Francis Group

# Attitudinal Maturity

Beyond

- National Conferences
- Influence Land Acquisition
- University Lectures
- Textbooks / Subject Experts

- Upcoming Professionals ~2006+
- Seasoned Volunteers
- Regional Habitat Work
- Trainees Holding Offices
- Dear Friends

Advanced

- Adv. Presentations
- Adv. Technical Guidance
- Community Planning
- Adv. MN Training
- Research

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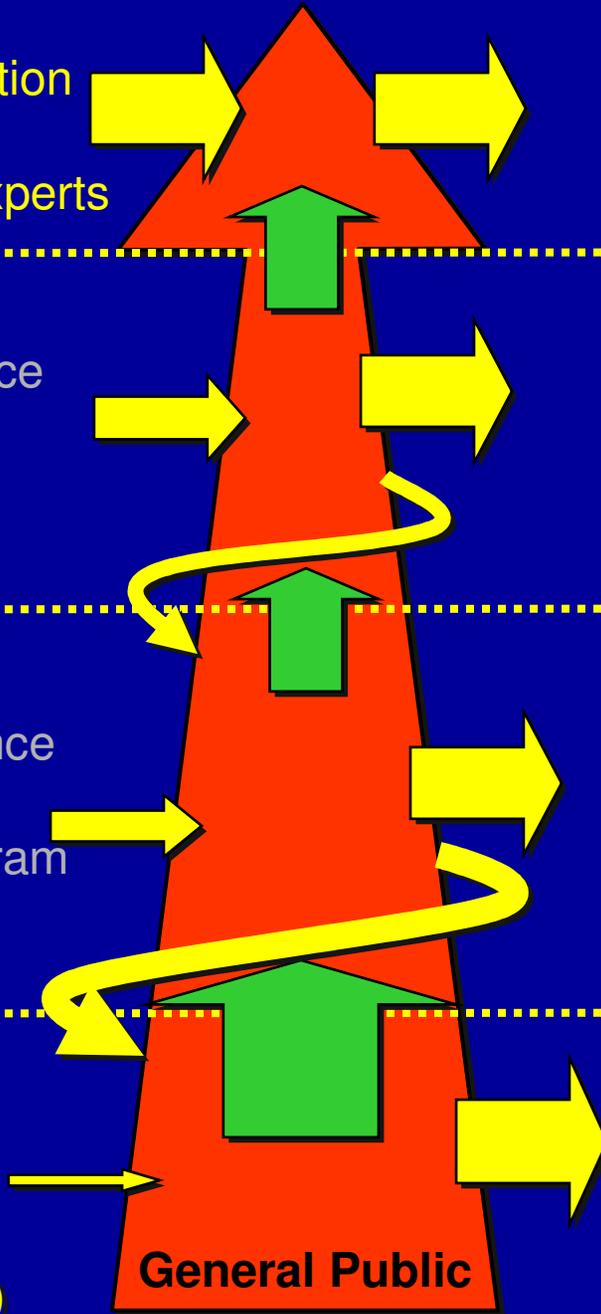
- Intro Presentations
- Intro Technical Guidance
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- Awareness ~1994
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INPUT (investment)

General Public

OUTPUT (return)



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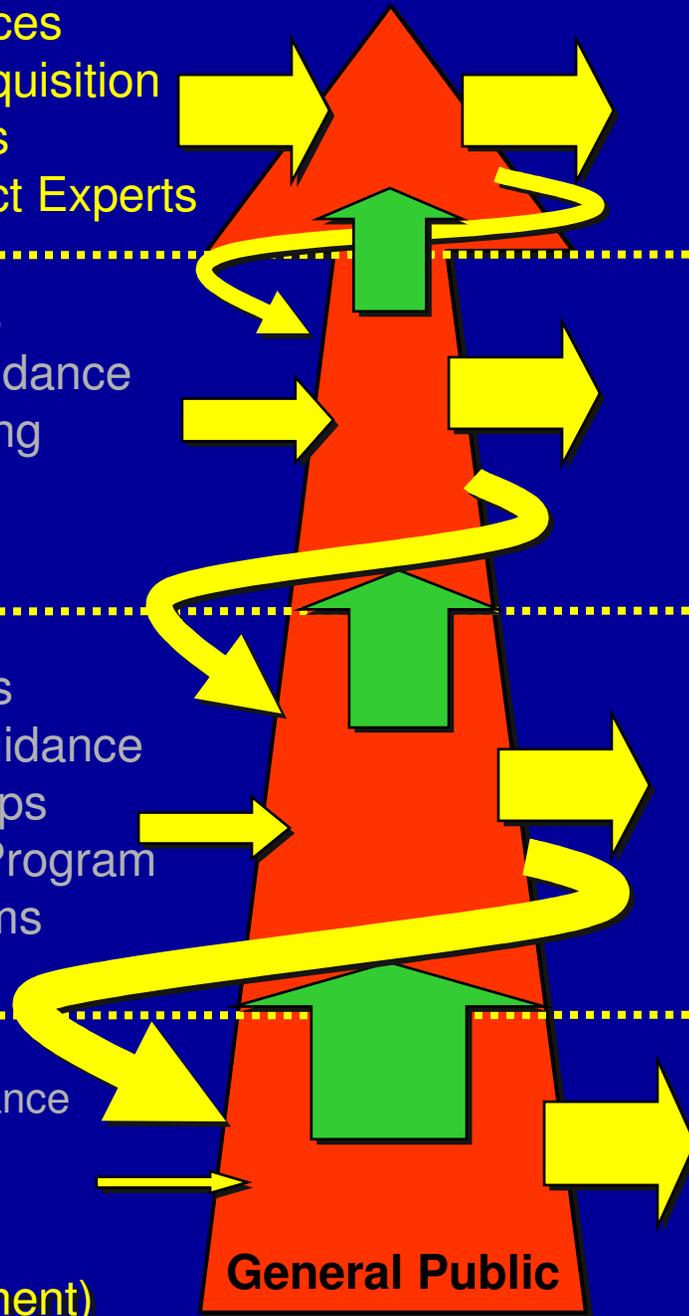
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INPUT (investment)

General Public

OUTPUT (return)



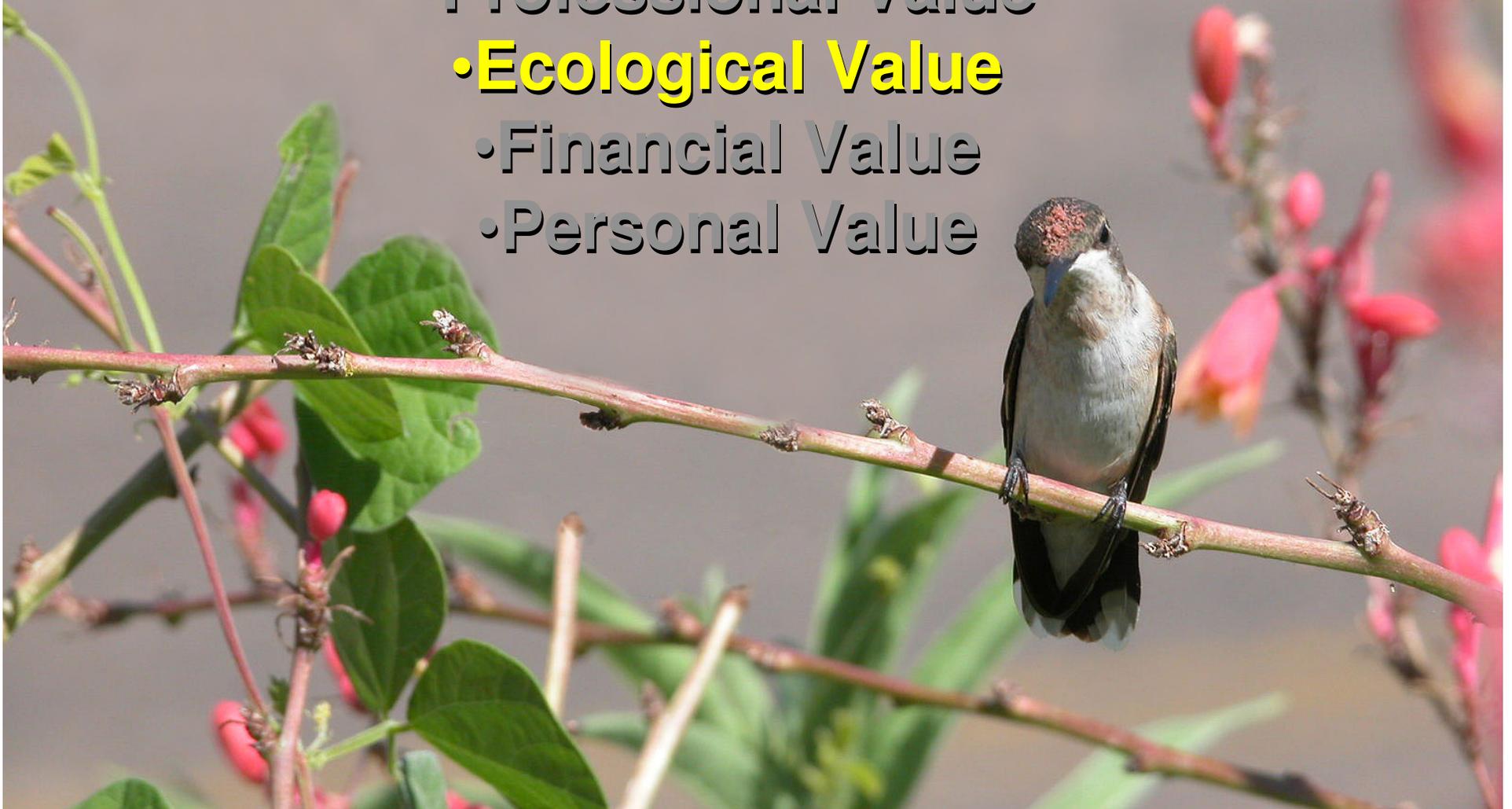


## Per Year Professional Value

**~575 trained**  
**~170K hours service**  
**~175K people reached**

# Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable

- Professional Value
- **Ecological Value**
- Financial Value
- Personal Value

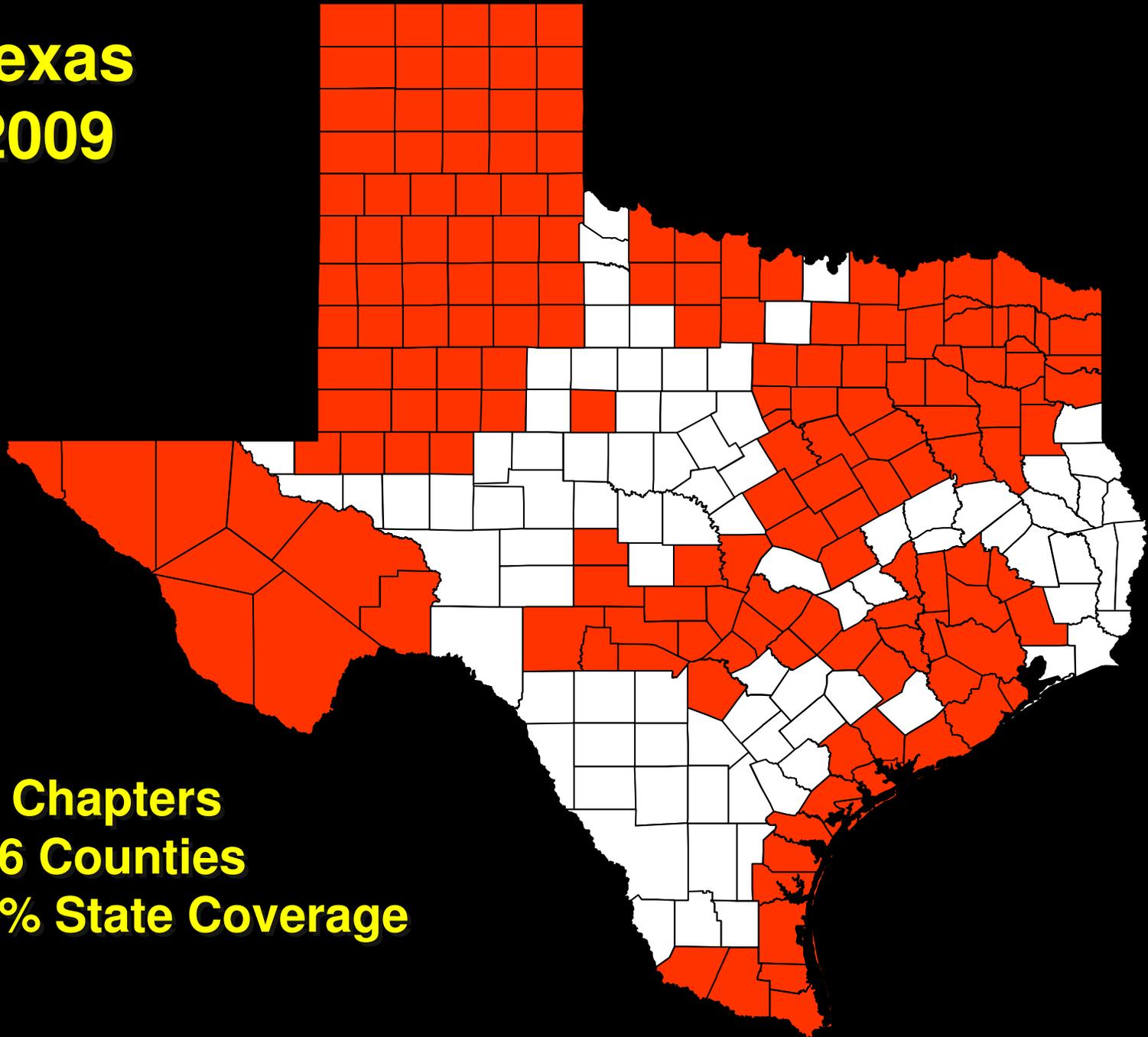


**Texas  
1997**



**No Master  
Naturalist Chapters**

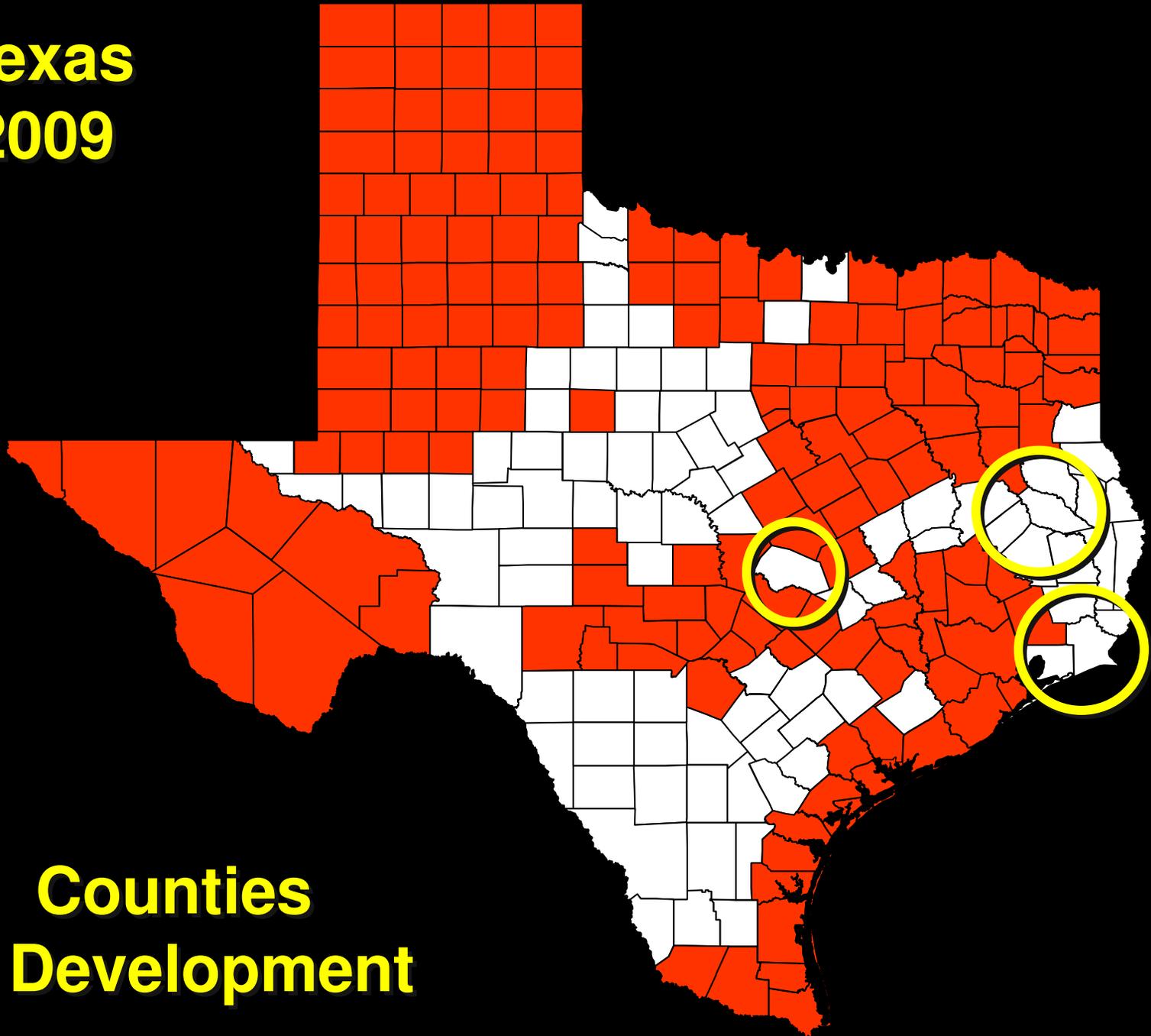
# Texas 2009



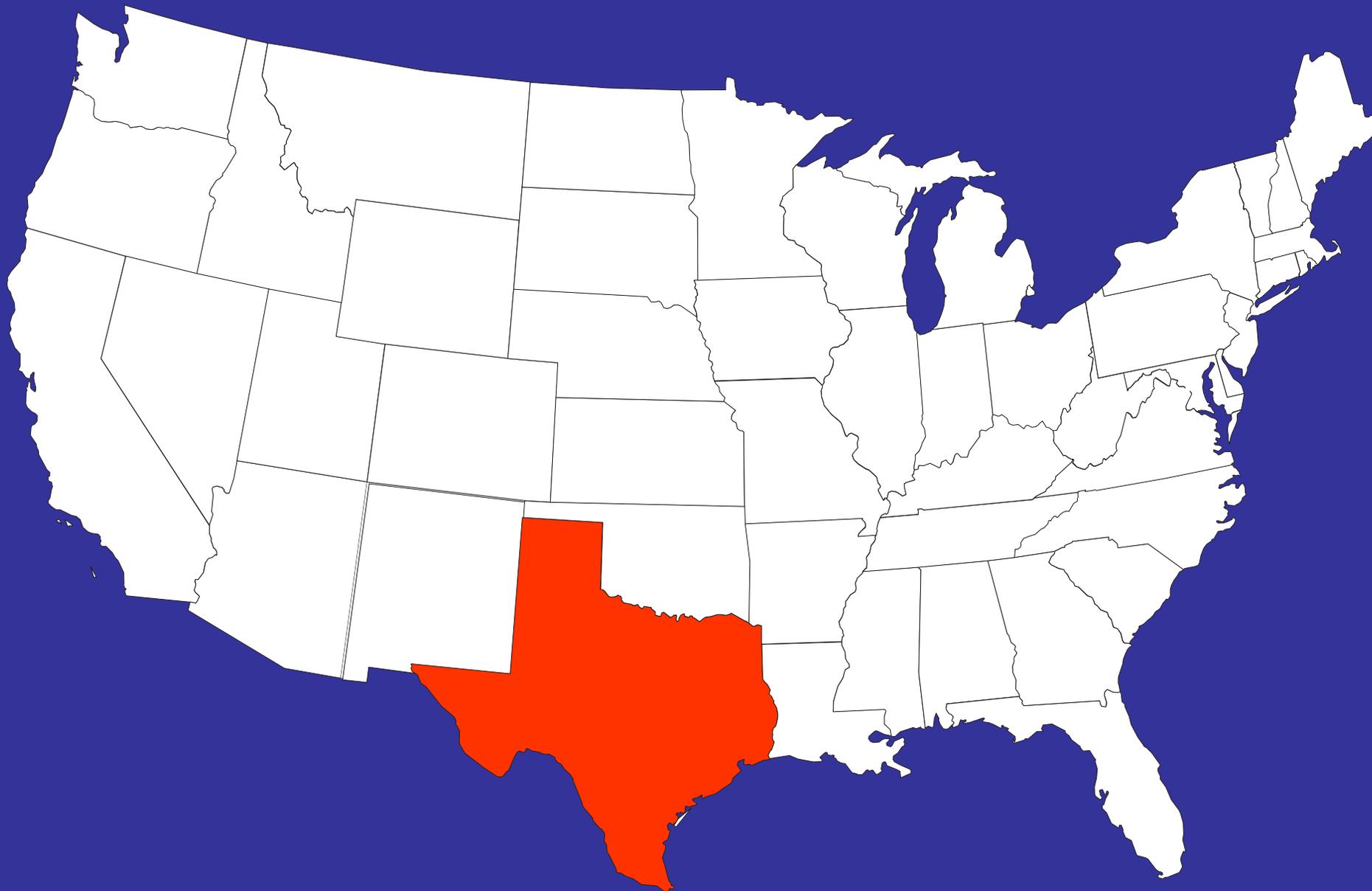
- 40 Chapters
- 176 Counties
- 69% State Coverage

**Texas  
2009**

**Counties  
In Development**



**Started in Texas...**





**Over 90,000 acres of TX habitat!**



- **Restoration**
- **Management**

# Over 1,000 miles of TX trails!



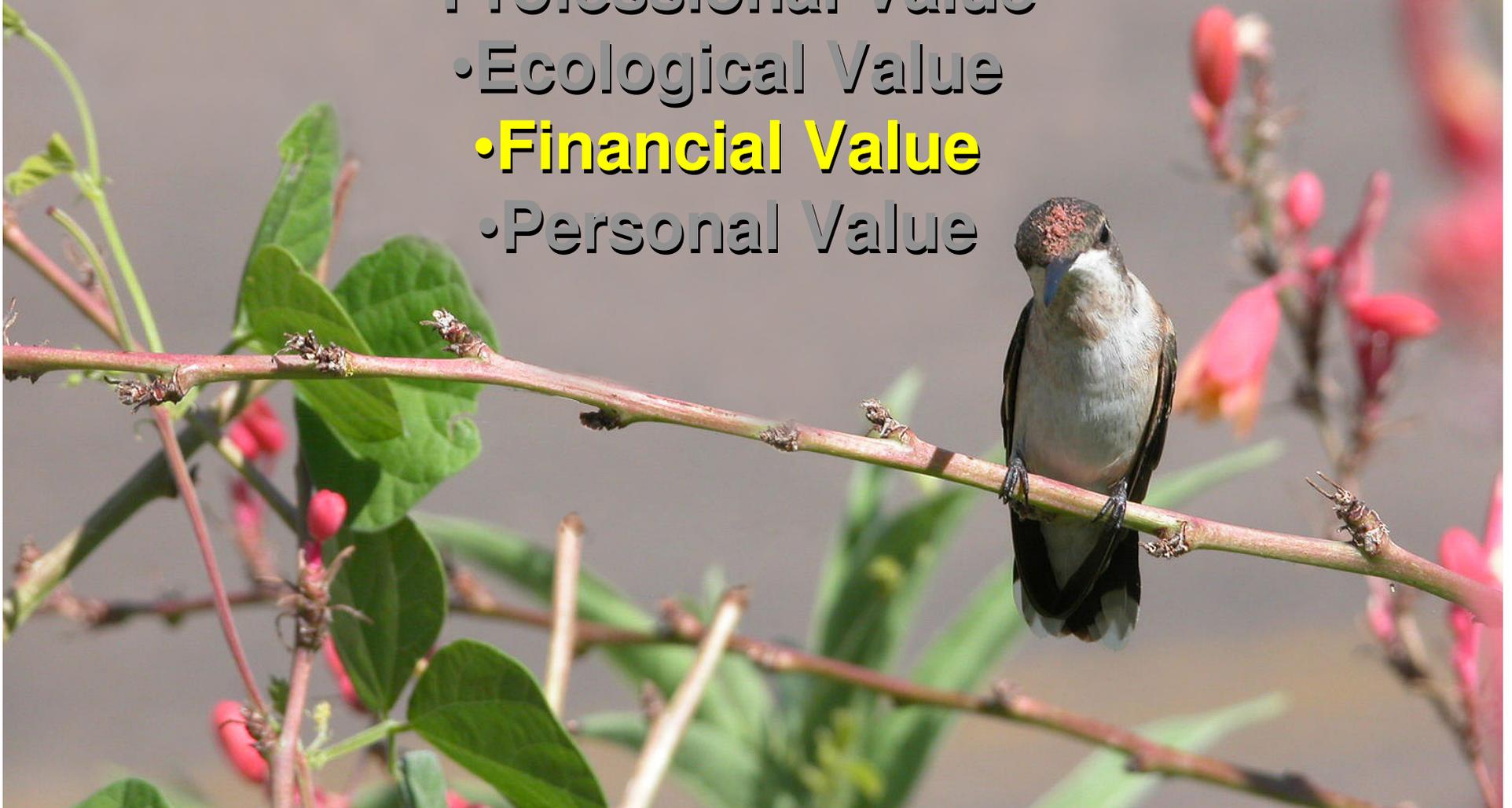
- Creation
- Maintenance

# Over a million TX service hours!

- 
- Assume 40hr week
  - Almost 500 FTE's for a year!
  - Nearly 2X the Wildlife Division

# Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable

- Professional Value
- Ecological Value
- **Financial Value**
- Personal Value



# Cube-Trapped Administrator



# 10 yr. Financial Value

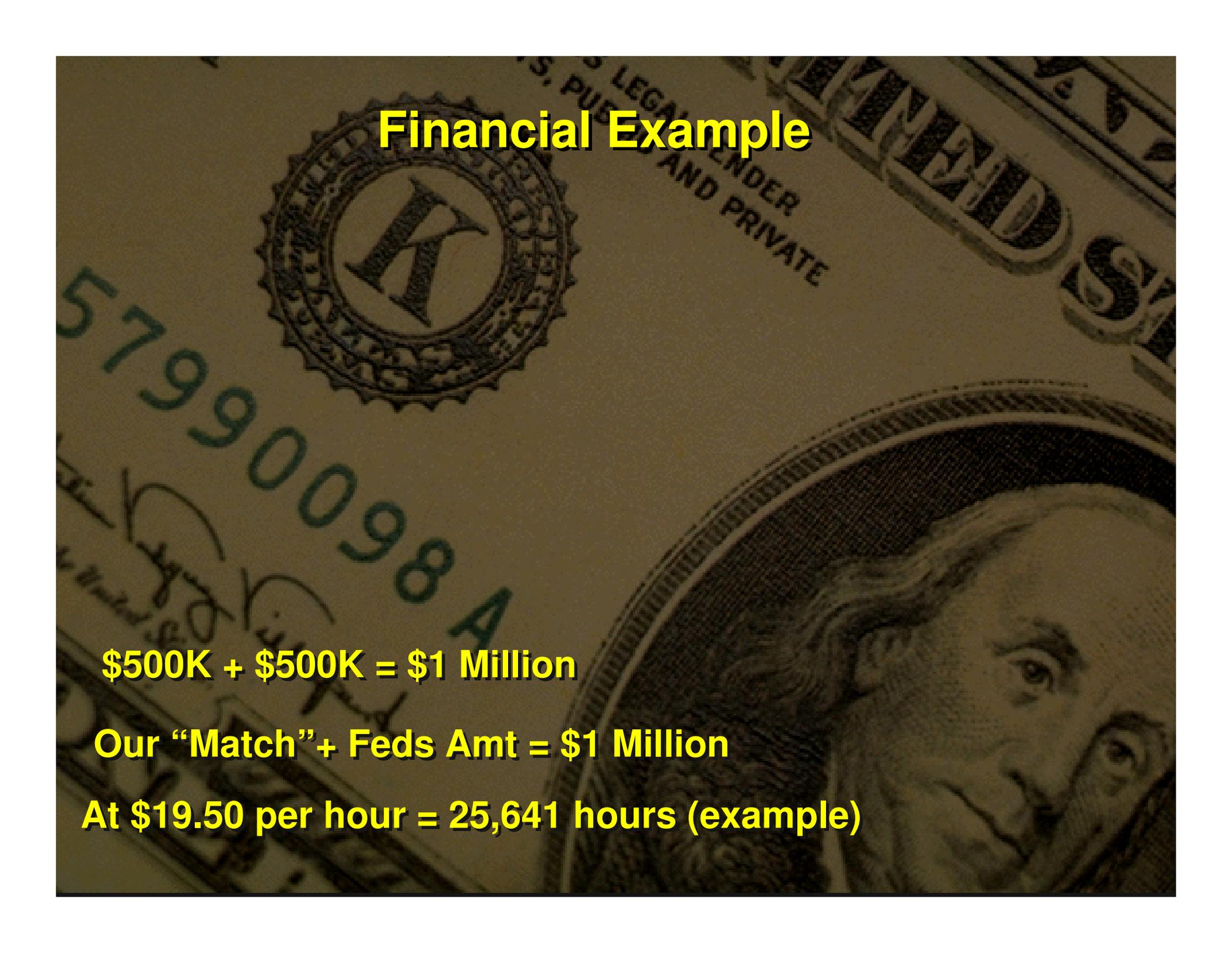
Service Hours =  
\$16.4 Million!



A close-up, slightly blurred image of a US dollar bill. The focus is on the top-left corner, showing the circular seal of the Federal Reserve Bank of Kansas with a large 'K' in the center. To the right, the words 'FEDERAL RESERVE NOTE' are visible. Below the seal, the serial number '57990098A' is printed. In the bottom right, the portrait of Benjamin Franklin is partially visible. The text 'LEGAL TENDER IN FULL FOR ALL DEBTS, PUBLIC AND PRIVATE' is also present. The title 'Financial Value' is overlaid in yellow text at the top center.

# Financial Value

- **Federal Grants**
- **50/50 Match**
- **Programs Funded**



## Financial Example

$\$500\text{K} + \$500\text{K} = \$1 \text{ Million}$

Our “Match”+ Feds Amt = \$1 Million

At \$19.50 per hour = 25,641 hours (example)



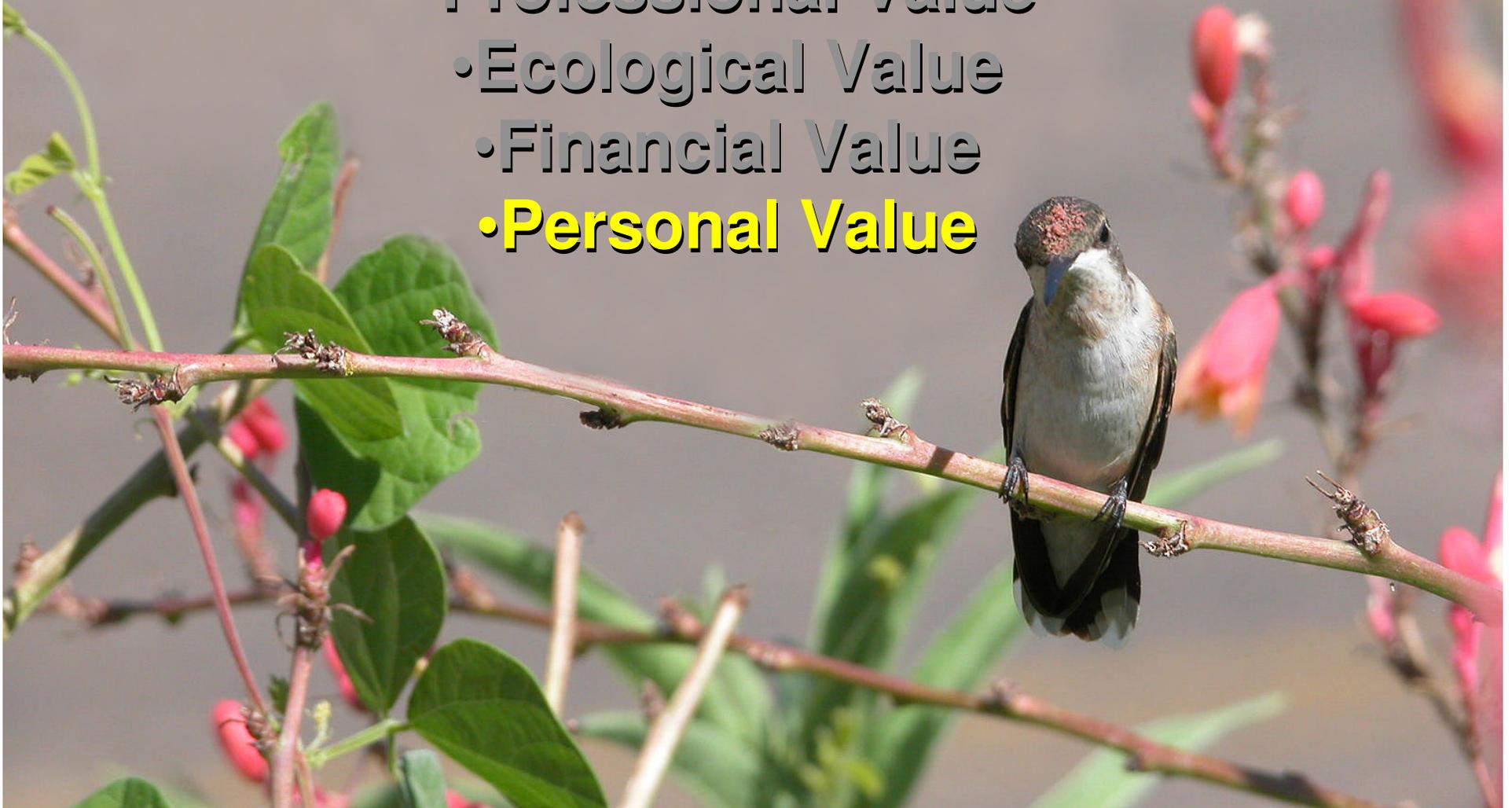
## Programs Funded

- **Master Naturalist**
- **Urban Wildlife Program**
- **Texas Nature Trackers**
- **Texas Wildscapes**
- **Wildlife Interpretive Program**

**Turning in your hours is critical!**

# Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable

- Professional Value
- Ecological Value
- Financial Value
- **Personal Value**



**Fred Burrell  
North Texas  
Chapter Advisor**



# Dr. Ridlon “Kip” Kiphart

- North Texas Chapter
- Past President
- Hill Country Chapter
- US Presidential Lifetime  
Volunteer Service Award
- “Dr. Invincible”
- Costa Rica = A.T.??
- State Rate “Hotel Room”



# Molly Hollar

- Cross Timbers Chapter
- US Presidential Lifetime Volunteer Service Award
- First Time We Met
- “Can’t say no to Molly”
- Molly Hollar Wildscape

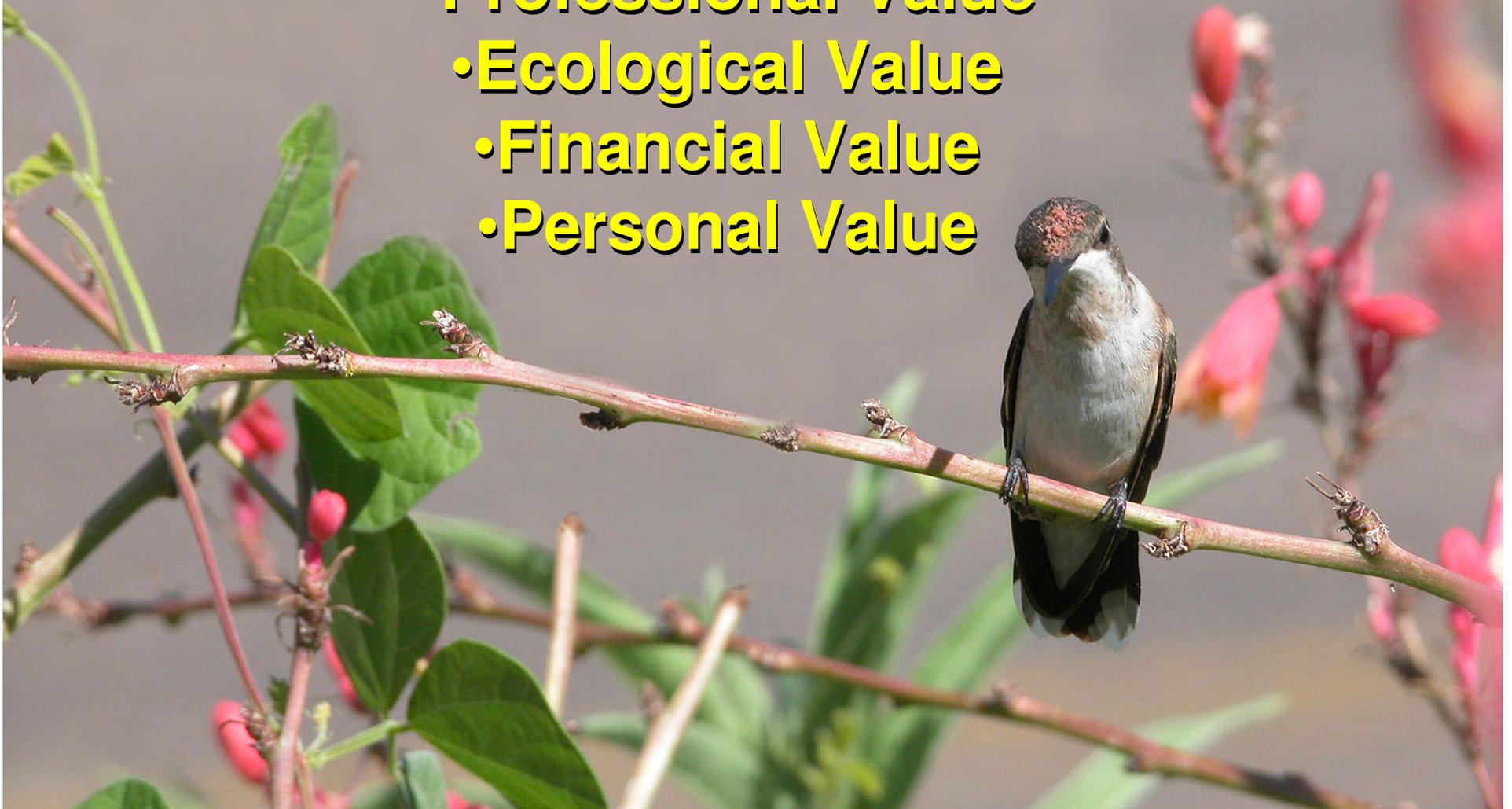


# Who is it for you?



# **Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable**

- **Professional Value**
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- **Personal Value**



**Message: Y'all are valued in so many ways.**



I hope to be remembered as someone  
who made the earth a little more beautiful.  
- Justice William O. Douglas



# **Texas Master Naturalists: A Biologist's Attempt to Value the Invaluable**



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Conservation Outreach Coordinator  
Texas Parks and Wildlife Department**