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When worlds collide...
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
Booths
Media

Newspaper  Radio  TV
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.
They got it right!

Texas Master Naturalist Program

05/09/2007
Monitoring Programs

• Amphibian Watch
• Horned Lizard Watch
• Etc.
Projects

- Tierra Verde
- Veteran’s Park
- Randol Mill Park
- Etc.
Attitudinal Maturity

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

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

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

Beyond

General Public

INPUT (investment)

OUTPUT (return)

~1994

~1998
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
General Public

INPUT (investment)

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

Attitudinal Maturity

 OUTPUT (return)

• Awareness
• Appreciation
• Goodwill
• Visibility

Basic

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

Intermediate

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

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

Advanced

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

• Expert Constituents
• Experienced Volunteers
• Complex Habitat Work
• Voting / Legislation
• Deeper Relationships

Beyond

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

~1994

~1998

~2002
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
INPUT (investment)

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

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

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

Beyond
- Upcoming Professionals
- Seasoned Volunteers
- Regional Habitat Work
- Trainees Holding Offices
- Dear Friends

OUTPUT (return)

General Public

~1994
- Awareness
- Appreciation
- Goodwill
- Visibility

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

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

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

INPUT (investment)

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

OUTPUT (return)

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

~1994

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

~1998

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

~2002

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

~2006+

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

~1994

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

~1998

- Awareness
- Appreciation
- Goodwill
- Visibility

~2002

- Upcoming Professionals
- Seasoned Volunteers
- Regional Habitat Work
- Trainees Holding Offices
- Dear Friends
Per Year
Professional Value

~575 trained
~170K hours service
~175K people reached
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- Professional Value
- Ecological Value
- Financial Value
- Personal Value
Texas
1997

No Master Naturalist Chapters
Texas 2009

- 40 Chapters
- 176 Counties
- 69% State Coverage
Started in Texas...
27 Additional States (as of 2009)
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
10 yr. Financial Value

Service Hours = $16.4 Million!
Financial Value

• Federal Grants
• 50/50 Match
• Programs Funded
**Financial Example**

$500K + $500K = $1 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?
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• Professional Value
• Ecological Value
• Financial Value
• 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
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