



National Association of Recreation Resource Planners

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FOR IMMEDIATE RELEASE

NARRP Announces National Recreation Leadership Award Winner

November 30, 2011 – The National Association of Recreation Resource Planners is pleased to announce Mr. Will Shafroth as the 2012 winner of their National Recreation Leadership Award. Each year, the NARRP Board of Directors presents this prestigious award to a select individual whose career path has had a significant national impact on outdoor recreation and the outdoor recreation profession. Selection criteria include a person who (a) has demonstrated national leadership through science, education, policy change or advocacy, (b) has had a significant national impact, and (c) has had a lasting national impact.

Currently, Mr. Shafroth serves as Counselor to the Secretary on America's Great Outdoors. He is the lead representative on the "America's Great Outdoors Initiative," a 21st century agenda for conservation, recreation and reconnecting people to the outdoors. In that capacity, he leads the Department's work to implement the 99 action items in the America's Great Outdoors report adopted by President Obama in February 2011 and to advance the increased access to rivers, and conservation of large, working landscapes.

Prior to his current position, he was the Acting Assistant Secretary for Fish and Wildlife and Parks.

Before going to Interior, Shafroth served as founding executive director of both the Colorado Conservation Trust and the lottery-funded Great Outdoors Colorado Trust Fund. During his tenure as executive director, the Colorado Conservation Trust increased the pace and effectiveness of land and wildlife habitat conservation in Colorado, raising \$18 million in private contributions, spurring the investment of \$35 million into conservation projects, and leveraging \$200 million in public funds. As the executive director for Great Outdoors Colorado, Mr. Shafroth oversaw the granting of \$250 million for 1,600 projects that preserved 300,000 acres of wildlife habitat, ranchland, and open space. Great Outdoors Colorado also established parks, trails, environmental education centers, a statewide cattlemen's land trust and a network of youth conservation corps. The initiative built diverse partnerships with ranchers, sportsmen, conservationists, businesspeople and government officials, including state administrators and legislators.

Mr. Shafroth served as assistant secretary for Land and Coastal Resources for the California Resources Agency, where he developed and implemented policies on wetlands, oceans, agricultural lands and rivers. He helped negotiate the creation of the Monterey Bay National Marine Sanctuary and develop offshore oil transportation policy. Mr. Shafroth oversaw budget and legislation for the Department of Fish and Game, State Parks, State Lands Commission and four boards and commissions.

He also served as the western regional director of the American Farmland Trust, where he was responsible for fundraising, policy development, public education and conservation real estate



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transactions. He helped to develop local and state legislation and preserved farms and ranches in six states.

In addition to these positions, Mr. Shafroth has served on the boards of the Land Trust Alliance and the Resources Legacy Fund and as a member of the Marin County, CA Planning Commission.

Mr. Shafroth received a Master of Public Administration from Harvard University's John F. Kennedy School of Government and a Bachelor of Arts in Political Science and Environmental Studies from the University of California at Santa Barbara.

Mr. Shafroth, a 4th generation Coloradan, is an avid outdoorsman and enjoys biking, hiking, fishing and canoeing. He is married and has three children.

The NARRP Board of Directors will present Mr. Shafroth with the 2012 National Recreation Leadership Award at their annual conference that will be held on April 16-19, 2012 in Baton Rouge, Louisiana.

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About the National Association of Recreation Resource Planners: NARRP is a 501(c)3 organization comprised of outdoor recreation professionals and others interested in recreation resource planning. It is a nationwide organization with members in nearly every state, representing federal, state, regional, and local agencies, consultants, non-profits, and academic institutions. The mission of the Association is to advance the recreation resource planning profession.