



Progress Report
2002 - 2009



America's
WETLAND



R. King Milling

LETTER FROM THE CHAIRMAN OF THE BOARD

The Mississippi River Delta, the seventh largest deltaic region in the world, was built over 6,000 years, created from annual deposits of fresh water, sediments and nutrients as the river periodically flooded. These deposits are derived from a drainage basin comprising 41 percent of the continental United States.

From this water, an amazingly complex ecosystem composed of freshwater swamp, saltwater marsh and forests grew into 4 million acres, or 6,000 square miles of wetlands, an area twice the size of the Everglades, an area that represents 25 percent of the nation's coastal wetlands in the lower 48 states and 40 percent of its saltwater marshes. There is little wonder it has come to be referred to as America's WETLAND.

Through those thousands of years, the fragile wetland had been subsiding under its own weight, only to be rebuilt annually by new sediments and nutrients.

All that changed after the Great Mississippi River Flood of 1927 when, with all good intent, the nation took over unconnected levees and the U.S. Army Corps of Engineers built today's levee system up and down the Mississippi River Valley for flood protection and navigation. The federal government also built jetties at the river's mouth to carry the sediments out over the Outer Continental Shelf. The idea was that natural scouring would help maintain this critical navigation corridor. The result is that about 160 million tons of sediment are jettisoned off the continental shelf and lost into the depths of the Gulf of Mexico each year. Even more sediment is withheld upriver through a complex system of locks and dams.

At the same time, the construction of navigational canals to connect the ports system to the Gulf of Mexico opened the wetlands to saltwater intrusion. As the United States prepared for three separate wars in the 1930s, 1940s and 1950s, there was a national push for oil and gas exploration offshore and in the marsh, which at the time was not viewed as a valuable resource.

These human activities, all accepted practices of their time, have had the unintended consequences of interfering with the natural processes of the river's annual rebuilding of the wetlands. This ecosystem, deprived of vital resources essential for continued health and survival, began a slow but steady deterioration. Having been a sportsman all my life and having spent a lot of time out in the coastal area, I have watched this condition, not unlike a cancer, eating away at this massive ecosystem, in effect starving it to death.

All of us from Louisiana live, work and play on the very edge of this devastating economic and environmental disaster. The nearly 2 million citizens living in hundreds of communities in the coastal area realize that coastal erosion is destroying the wetlands. Those same wetlands absorb storm surges and diminish the impact of the storms that periodically threaten our people. They also protect hundreds of billions of dollars' worth of valuable property and state and federal infrastructure.

The loss of America's WETLAND would jeopardize 30 percent of the seafood harvest in the lower 48 states, the delivery system of 30 percent of its oil, 90 percent of its domestic offshore energy production, 25 percent of its natural gas, more than \$100 billion in energy infrastructure and, potentially, the most significant shipping industry in the country. It is an international economic and ecological calamity unequalled in history that is unfolding before our eyes, one that puts the national economy and security at risk. It is not a question of "if," but "when," and the cost to the United States will be hundreds of billions of dollars.

At a meeting sponsored by the Army Corps of Engineers years ago, it occurred to me that the same 200 or so people were showing up everywhere, and we were talking only to each other. If we were to avoid this calamity, we had to reach out. We knew we had to find a vehicle to tell the world about these issues, and it had to be a concentrated, single voice speaking from the platform of the governor's office.

Thus, the Governor's Advisory Commission on Coastal Protection and Restoration was formed to allow representatives of coastal stakeholders a voice directly to the governor and his office of Coastal Activities.

We needed everybody at the table, and we needed everybody to be open-minded. We needed to focus on the root causes, starting with the river, and we needed to recognize the complexity of the issue, to rely on the best science and best engineering, and to remain open to things we did not even know about yet. We needed everyday Americans to be informed in hopes that deadlocks in Congress could be broken and priority given to urgent coastal rescue.

Since then, engineers and scientists from all over the world have traveled to Louisiana to study the situation and help draft recommendations. All their plans begin with utilizing the natural processes of the river sediment. We need to harness the sediment to replenish the marshes and to push out the salt water intrusion.

We formed America's WETLAND Foundation (AWF) and launched a massive outreach initiative to engage the media, both in the state and far beyond, to raise awareness about the economic importance of the area, the potential devastation by the loss of the coast and the vital protection the wetlands provided from storms.

Then hurricanes Katrina and Rita came along and left no unanswered questions about what would happen if we continued to pursue a policy of inaction. Out of disaster, the Louisiana Coastal Protection and Restoration Authority was created to oversee coastal restoration and hurricane protection for the state. We, as a nation, must learn from the consequences of doing nothing and keep the big picture in mind.

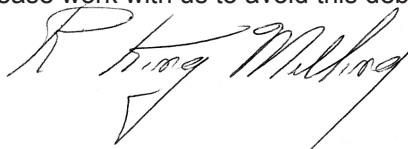
AWF recently launched the America's Energy Coast (AEC) initiative as part of its Climate, Energy and the Coast project. AEC is an alliance of business executives, leaders of nongovernmental organizations and elected officials who represent a public and private sector coalition from the Gulf of Mexico's four energy-producing states – Texas, Louisiana, Mississippi and Alabama. While these states are proudly independent, we recognize that together we make up a region that is critical to the oil and gas industry, shipping, fishing and navigation, both east and west along the Gulf Intracoastal Water Way, and north and south through the Mississippi Valley rivers.

We all have vast natural resources, and we face the same storm protection issues. We have all been frustrated by federal agency standards that do not apply to this unique part of North America's coast. We have common interests; we provide benefits to every citizen in the country. Those commonalities have led us to band together as a united region. AEC is an initiative to establish a strong and unified voice for the Gulf producing states that are so strategically important to the nation.

Prior to its formation, when AEC individual states spoke separately, little progress was made. However, when we spoke together in Washington in 2006, we were successful in winning Congressional and White House support for the sharing of revenue from offshore oil and gas production.

AEC recently released the "Accord for a New Sustainability for America's Energy Coast" that we hope will become a quasi-public program that includes a variety of stakeholders, working together, to develop policies and best practices that will protect our region and the benefits we deliver to the rest of the country. All of the AWF initiatives will proceed in concert with our ongoing efforts to save America's WETLAND. We do not have time for argument. We do not have time for parochialism. We must focus on how to solve this problem and soon, for the systemic damage is continuing and a major economic collapse is looming.

Please work with us to avoid this debacle.



R. King Milling
Chairman of the Board
America's WETLAND Foundation



America's WETLAND Lifetime Achievement Award

Jack Caldwell, Former Secretary, Louisiana Department of Natural Resources

America's WETLAND Conservationist of the Year Award

Mike Dunne, Journalist (1949 - 2007)

America's WETLAND Special Recognition Award

The Honorable Kathleen Blanco, Former Governor of Louisiana
The Honorable M.J. "Mike" Foster, Former Governor of Louisiana
The Honorable Mike Jackson, Texas State Senator, District 11
The Honorable Allan Ritter, Texas State Representative, District 21
Garland Robinette, Broadcast Journalist and Artist



Former Governor Mike Foster

From This Water

There was nothing unusual about the 26-foot sport fishing boat moving across this water near the mouth of the great Mississippi River in early 2001. Thousands of boats mine the rich delta marshland waterways for the abundant seafood and fish every day.

But this boat's captain was unique: at the helm was the governor of Louisiana, Mike Foster Jr., who had spent a lifetime on the coast.

The governor was playing with a new toy, a sophisticated Global Positioning System (GPS) device that plotted courses and displayed them against a detailed map showing the web of intersecting bayous, streams, bays and lakes of coastal Louisiana, a land built over thousands of years from this water that comes down from the Ohio, Tennessee, Missouri, Arkansas and Red rivers and countless other streams from the center third of the United States.



A Governor's Epiphany

As the governor's boat glided across the wide-open bay, Foster noticed something strange: his GPS map showed his boat was running over land. He looked at the land off in the distance, then back at the map. The GPS still showed him aground.

The governor realized that erosion of Louisiana's coast was far worse than he had imagined. Unlike most fishing boat captains, the governor was in a position to do something. Before he came back to the real shore, Foster vowed to tackle the problem.

"Those of us who had lived on the coast for years knew the land was disappearing. We felt it. But until we had GPS, computers, and satellites, we couldn't prove the extent of it to ourselves or anybody else," Foster said. "Until you know exactly where you are, you don't know. Now, we can look at it by satellite and then use computers to analyze the land loss."

Foster said he learned the maps on a GPS system can be four or five years old, so they show land as it was, not as it is today. "When I looked at it, it became very obvious. We would be fishing in an area moving along in a straight line over water, but the line appeared to be over land."

For the governor, the evidence showed Louisiana's rich coastal lands that produce 30 percent of the nation's seafood and 30 percent of the nation's energy needs were rapidly slipping away into the Gulf of Mexico.

An Undeniable Truth

"That was pretty undeniable," Foster said. "We tend to blame ourselves for not starting sooner, but the truth is we've only had the technology about 10 or 15 years to measure it exactly."

"The coastal problem was something I was so familiar with. It was part of my life. About 90 percent of my recreational times were spent in the wetlands. I had watched the coastal marshes disappear, but I couldn't really quantify it until I could see it on a map."

Foster came off that very fateful fishing trip a determined man.

"It was a pivotal moment in the effort to save the coast," said Sidney Coffee, who at the time was working under Foster on federal funding issues for the coast and later served Governor Kathleen Blanco as head of the Governor's Office of Coastal Activities.

"Governor Foster came off that fishing trip and declared war on coastal erosion," Coffee said. As was his governing style, when Foster decided to tackle an issue, he went about it with gusto and an almost single-minded determination to attack it comprehensively. It was, indeed, an all-out push.

Opening a forum of about 400 scientists and coastal advocates at Louisiana State University's Pennington Biomedical Research Center in Baton Rouge, Foster gave his speech, declaring a war on coastal erosion and his intention to use every tool at the state's disposal.

A Banker's Viewpoint

When his speech was finished, instead of leaving as governors usually do, Foster took a seat to listen to the experts. Then, when he had to leave to tend to other business, he returned specifically to hear a speech by R. King Milling, then president of New Orleans' leading bank, Whitney National Bank, who was representing the Coalition to Restore Coastal Louisiana.

It was another pivotal moment.

"King spoke of the loss of coastal wetlands from a banker's point of view. It was not just about coastal erosion, but the economic impact of losing the land," Coffee recalled. "It was also about the economics and energy security of the rest of the United States."

At the time, coastal Louisiana residents realized the marshes were dropping off into the Gulf of Mexico, but "this state did not really understand what was happening to it, or why it was important to everyone and not just the fishers and oyster farmers," Coffee said.

A Flashpoint

Foster was acquainted with Milling.

"I knew him well enough to know he would be an asset, that when he got passionate he would get the job done," Foster said. "What we needed then were people with passion, who believed in the issue. King was certainly passionate."

That was a flashpoint, a defining moment for the movement to rescue the coast of Louisiana.

Foster formed the Committee on the Future of Coastal Louisiana, named Milling chairman, and charged the group of fifteen experts to come up with recommendations for a battle plan for this new war the governor had declared.

The panel met for seven months of very intense discussions before coming up with recommendations. One of the recommendations was that the state put together a public education campaign about Louisiana's land loss and its economic impact on the rest of the nation.

The Need to Educate

A group that included Coffee, Milling, and Foster's Department of Natural Resources Secretary Jack Caldwell went to Washington in the fall of 2001 to meet with Louisiana's two U.S. senators, John Breaux and Mary Landrieu. Landrieu recommended they talk with Houma, Louisiana native Valsin A. Marmillion, president and founder of Marmillion + Company (MCo), a national strategic communications firm with a long history of success in development and management of public education campaigns. In early 2002, armed with a state grant from the Foster administration, Caldwell, Coffee, Milling and Marmillion went about a seven-month process of developing what became America's WETLAND: Campaign to Save Coastal Louisiana (AWC). Thus was born the private foundation that would launch the largest public education campaign in Louisiana history.

Foster publicly unveiled the AWC in August 2002 at a meeting of the Southern Governors' Association in New Orleans. In February 2003, based on research, MCo proposed creating an independent foundation that would attract and rely on private funding, removed from day-to-day political battles and transitions of state administrations. The America's WETLAND Foundation (AWF) began in earnest to raise the considerable amount of money that would be needed to support a broad-based national public education campaign.

Milling was asked to be AWF chairman and some of Louisiana's noted civic leaders who were champions of the wetlands were tapped as foundation board members. They included Paul McIlhenny, president of the McIlhenny Company of Avery Island that manufactures Tabasco brand pepper sauce; Mark Davis, Senior Research Fellow and Director of the Institute on Water Resources Law and Policy at Tulane University; Lake Charles Mayor Randy Roach; Louisiana Wildlife Federation President Randy Lanctot; and Keith Ouchley, The Nature Conservancy's (TNC) executive director. McIlhenny, a key early voice in saving the coast, put it very simply: "I didn't want New Orleans to become beachfront property." The McIlhenny land, Avery Island, is a big hill created by a salt dome, which now must be protected by a levee. "To lose land, as a landowner and as a citizen, is difficult to watch," McIlhenny said. The Foundation reached out to a host of private sector leaders that resulted in an initial start-up of the effort, including Shell's becoming the AWF World Sponsor.

Transcending Administrations

Notably, Foster's successor, Governor Blanco, joined in the effort in 2004 and engaged top leaders to bring the coastal loss issue to the nation's attention. Coffee was the liaison for the two governors to the AWF and MCo would serve as campaign director for the Foundation, implementing its first and second three-year strategic plans that to date have garnered more than 40 national awards. In 2008, Karen Gautreaux replaced Ouchley as TNC's executive director, and attorney Berwick Duval of Houma was added to the board. Coffee became senior advisor to the Foundation leading the Climate, Energy and the Coast project and its America's Energy Coast initiative, with counsel from Dr. Robert Twilley, an oceanography professor from Louisiana State University. Blanco's successor, Gov. Bobby Jindal, is also a passionate advocate in the fight to save Louisiana's coast as a member of the AEC Honorary Leadership Council.

U.S. Sens. Mary Landrieu and David Vitter, along with the Louisiana House delegation, rallied Democrat and Republican colleagues from the Gulf states as the AWF hosted education briefings in Washington and tours for Members of Congress to America's WETLAND in Louisiana.

Six years later, the Foundation continues to be led by Milling, and has met its mission of raising the nation's awareness of the critical importance of these delta lands that came from this water, the Mississippi River, the deposits of which not only built most of Arkansas, Louisiana and Mississippi, but also created the rich deposits of fossil fuels in the Gulf of Mexico.

"The Gulf Coast region has a proud history of providing energy for our nation. However, the hurricanes of 2005 and 2008 showed us all the price we pay for the loss of our coastal wetlands and marshes..."

"Without a healthy, sustainable coast, there can be no energy production, fisheries, ports and transportation routes to carry the nation's commerce, or wildlife habitat for thousands of different species of animals and plants."

-Bobby Jindal, Governor of Louisiana



The Campaign is Launched

After declaring a state of war on coastal erosion in 2001 to alert Louisiana to the dire situation of the disappearing marshes, Republican Governor Foster commanded a comprehensive study of the entire coastal area by a blue-ribbon panel representing diverse interests chaired by R. King Milling and with eventual AWF board members like Lake Charles Mayor Randy Roach and Paul McIlhenny. All the panel members were alarmed by the calamity they saw ahead.

The 15 members spent seven intense months meeting and hashing out the issues, including the need to move from a piecemeal to a big picture approach for restoring the coast.

They made a number of recommendations to Foster, including the empowerment of the Governor's Office of Coastal Activities to give weight to the seriousness of the situation. Another recommendation was that the state put together a public education campaign on land loss and the negative impacts on the rest of the nation. The coastal crisis was not merely a problem for oyster farmers or fishers; the potential economic devastation, injury to the nation's seafood industry and reduced protection for energy and navigation infrastructure and communities were at stake.

The State of Louisiana knew restoration efforts must take a comprehensive, systems-inclusive approach. The cost of carrying out such a large-scale effort was then estimated to be more than \$14 billion.

Such a mammoth public works project could only be funded by the federal government, and, therefore, would need strong national support.



“I have shown this map from coast to coast, and it has startled all who have seen it.”

- R. King Milling

From 1932 to 2000, coastal Louisiana lost 1,900 square miles of land, roughly an area the size of the state of Delaware. In just 2 days in 2005, hurricanes Katrina and Rita destroyed 218 square miles. If nothing more is done to stop this land loss, Louisiana could potentially lose approximately 700 additional square miles of land, or an area about equal to the size of the greater Washington D.C. by 2050.

Research and Focus Groups

Marmillion + Company (MCo) researched the issues, including interviewing stakeholders who were then called into scoping meetings. After convening more than 70 meetings with individuals and groups, MCo developed a plan that was vetted by stakeholders and presented at two key focus groups in Louisiana and Philadelphia, PA. As a result of the focus groups, the campaign process produced names such as “The Cajun Coast” or “The Cajun Wetlands,” which were discarded because they were very local in scope. Caldwell urged expanding the term beyond Louisiana's borders. It was the Philadelphia focus group that helped brand the area. The group came up with “America's Wetlands,” but it was Caldwell who argued it should be shortened to “America's WETLAND” because it is by far the largest wetland area in the United States, much larger than Florida's Everglades that had already received Congress' attention and authorized funding for restoration. “America's WETLAND” was chosen because in order for efforts to fight coastal erosion to get national support, the region had to be nationalized. The Philadelphia focus group understood that what happens to the Louisiana coast is not just about Louisiana. Once given the facts and information, they recognized that Louisiana's coast is essential to the country's energy needs, economy and habitat. The Louisiana focus group reinforced the branding. The private America's Wetland Foundation was chartered to raise the money for the campaign.

The research showed that, at that time, the public was not able to connect the dots of some of America's most pressing environmental and economic issues. Therefore, the campaign developed two key themes: one, the region is of world ecological significance and, two, it is critical to the economic and energy future of the United States. Focus groups showed the public was hungry for information about the loss of valuable wetlands on the nation's shores.

Louisiana's vast coastal region truly is of world ecological significance. It is rich in seafood, yielding about 70 percent of the shrimp and oysters caught in the U.S., and it is a nursery ground for the entire Gulf of Mexico, with 90 percent of marine life species in the Gulf spending all or part of their lifecycles in these wetlands. It serves as a major flyway for migratory birds, including about 40 percent of the nation's duck, geese, swan and eagle populations, and as wintering habitat for millions of North American songbirds. In addition, it is a major source of fish for the nation's dinner plates. Conservation of these species demands coastal restoration.

The area is critical to the national economic and energy security because it produces more than 44 percent of the crude oil, 43 percent of the dry natural gas and more than 50 percent of the liquid natural gas that fuels this nation. Of America's domestic offshore oil production, almost 90 percent comes from the Gulf of Mexico and across Louisiana's coast. This area is connected to 50 percent of the nation's refining capacity and contains thousands of miles of pipelines and critical infrastructure worth hundreds of billions of dollars. In addition, the region serves as the gateway to North America, as the mouth of the Mississippi River is the beginning of the major shipping artery for the nation's heartland. The river and its tributaries make up a waterway system that totals 14,500 navigable miles and drains 31 states and two Canadian provinces.



GOALS & OBJECTIVES OF THE CAMPAIGN

The goals were simple: To raise public awareness of the impact Louisiana's wetland loss has on the state, nation and world, and to gain support for efforts to restore coastal Louisiana.

The strategic public education campaign began with five primary objectives:

1	Design a powerful, consistent and effective identity and brand along with images and core messages to define the problem and the impact of the loss of Louisiana's wetlands.
2	Create outreach opportunities and utilize comprehensive print and electronic media strategies to increase news coverage, educate the public and engender campaign support.
3	Develop a strong and active "Cooperating Organizations" network to support dissemination of campaign messages and information to key audiences.
4	Build an education infrastructure through opportunities to engage youth and adults about coastal Louisiana issues.
5	Develop funding opportunities to support the campaign and long-term restoration activities.

Developed in late 2002 and updated in 2006, the strategic plan, which includes five objectives, hundreds of strategies and specific tactics, provides a road map for the America's WETLAND Foundation (AWF) and continues to drive its day-to-day public education outreach efforts.

Over the past six years, through deliberate planning and careful yet flexible implementation, AWF was able to achieve and surpass all of its objectives of educating the public of the consequences of Louisiana's land loss.

AWF maintains bipartisan relationships, supporting actions for coastal restoration by the Louisiana Congressional Delegation, the Louisiana Governor and the Louisiana State Legislature. More than 200 state and national organizations continue to work with the Foundation to support important legislation that provides funds to aid Louisiana in its coastal protection efforts, so far helping to push passage of three federal bills and six Louisiana state constitutional amendments.

Through proactive media outreach, nationally broadcast documentaries, feature stories and special sections in national newspapers and magazines, broadcast news programs as well as award-winning Web sites, AWF has reached audiences of readers and viewers totaling more than a billion in six years. The Foundation has a good story to tell and is opportunistic in finding ways to tell it.

Through hundreds of special events, conferences and presentations, summits and exhibit opportunities, topped off with two years of promotions at the New Orleans Jazz Fest and through four Mardi Gras seasons, the AWF messages have reached individuals around the world.

AWF has implemented a successful mix of media relations efforts, including print ads in the *Washington Post*, *Roll Call*, and *The Hill*, along with feature stories in *National Geographic*, *Fortune*, *Business Week*, and *Forbes*. By combining those successes with AWF's strong partnerships with national organizations, the campaign has been able to engage millions more in the cause.

AWF continues to survey public perceptions of the campaign's issues. So far, two statewide polls, three national polls, and a Gulf States poll have provided the campaign valuable insight into proposing strategies to reach its constituencies.

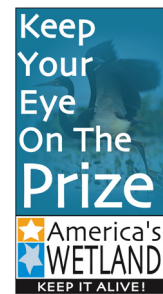
To deepen the campaign's presence, AWF has produced and released 20 public service announcements, convened more than 20 summits, placed more than 100 billboards, facilitated hundreds of live press interviews, conveyed thousands of individual stories, and garnered an active and engaged membership of community partners and partner attractions -- all to keep the issue of coastal protection and restoration at the forefront of the minds of citizens throughout the country.

America's WETLAND's action heroes, the Estuarians, help spread the word to our younger audiences at schools, festivals, sports competitions, parades and other major events. Meanwhile, the America's WETLAND Conservation Corps educates students through engaging, hands-on activities allowing them to help solve the problem on Louisiana's coast.

"Up River" events in Memphis and Dubuque, concerts in New York, Chicago, and Indianapolis, and many other events along the way have brought Louisiana's coastal land loss to the attention of high-profile audiences throughout the nation.

Before hurricanes Katrina and Rita, AWF issued a "Storm Warning" to warn the nation of the impending possibility of disaster, and after the storms, through commemorations of those hurricanes, the AWF continues to remind the public of the importance wetlands play in comprehensive coastal protection.

These are a few examples of AWF's outreach strategies. The impact of the Foundation through the generosity of its sponsors and affiliates can be seen in the following year-by-year analysis of accomplishments.



YEAR BY YEAR: AMERICA'S WETLAND

2002

- The State of Louisiana commissions Valsin A. Marmillion and Marmillion + Company (MCo), to develop a national strategic public education campaign plan.
- Research, individual interviews, scoping sessions and focus groups are held in Louisiana and Philadelphia.
- MCo develops and begins to implement a comprehensive three-year campaign plan.
- **America's WETLAND: Campaign to Save Coastal Louisiana (AWC) is launched by Governor Foster at the Southern Governors Association meeting in New Orleans.**
- The campaign's Web site, toll-free number, introductory video, brochures and materials are developed.
- The AWC logo (the top star represents land over blue water with a starfish symbolizing the richness of marine life) along with an introductory toolkit is developed and distributed to government agencies and cooperating organizations.
- National Public Radio and Public Broadcasting Service air national stories about the devastating national impact of Louisiana's eroding coast.

MARMILLION + COMPANY
strategic communications



- Public service announcements are produced, including sports-inspired messages featuring Archie Manning and David Wesley that aired at Saints and Hornets games and throughout Louisiana.

- **Shell becomes the "World Sponsor" of AWC, announcing a three-year commitment to support the campaign.**



- Monthly newsletter is launched with national distribution.
- AWC became a "Donor Advised Fund" of the Baton Rouge Area Foundation.



2003 ■■■■■

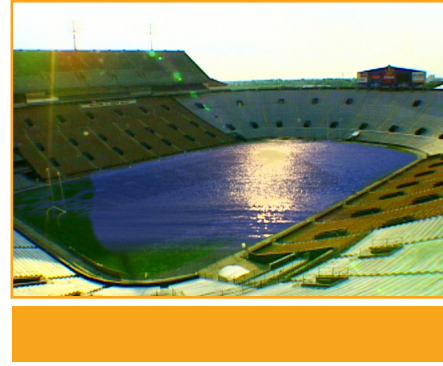
- **America's WETLAND Foundation is chartered.**
- The America's WETLAND brand is reinforced with bumper stickers, press kits, flags, brochures, banners, lapel pins and videos.
- America's WETLAND Summit Series begins to educate important stakeholders inside and outside of Louisiana: during 2003, the Community and Culture Summit, the Eco-Eco (Economy and Ecology) Summit, the Sport and Recreation Summit (with partner ESPN/B.A.S.S) and the Technical Summit are convened.
- **Statewide poll shows 84 percent of Louisianans surveyed are aware of coastal land loss.**
- In a speech to the Louisiana Legislature, Governor Mike Foster emphasizes the magnitude of the wetland loss issue facing the state and gives all legislators copies of "Bayou Farewell."
- Stories placed with major news outlets reach 28 million readers. Publications include the *Washington Post*, the *New York Times*, the *Los Angeles Times*, the *Houston Chronicle*, the *Baltimore Sun*, the *Boston Globe*, *Seattle Times*, the Gannett newspapers and *USA TODAY*.



- Special advertising section is placed in *Business Week's* Dec. 1 issue.
- *CNN Headline News*, *ABC World News Tonight*, *National Public Radio* and *Public Broadcasting* air national broadcast stories.
- **U.S. Senators Mary Landrieu (D-LA) and John Breaux (D-LA) and Governor Mike Foster host congressional roundtable on Capitol Hill.**
- Briefings are convened to educate groups about the campaign and its goals, including briefings with AWC Cooperating Organizations, business interests and groups such as the Society of Environmental Journalists.
- Governor Foster hosts AWF sponsors at Governor's Mansion.
- U.S. Senator Landrieu hosts U.S. Senator Pete Domenici, (R-NM), and key congressional leaders on wetlands tour.



- A “Toast to the Coast” event is held in LSU’s Tiger Stadium, where the idea that Louisiana land loss equates to one football field every 38 minutes is launched; it remains one of the most successful metaphors. A video dramatization of LSU’s Tiger Stadium field disappearing is presented at an AWF reception honoring Governor Foster.
- Governor Foster holds a press conference to launch the national award-winning “Don’t Be A Big Loser” advertising campaign that focuses on what will be lost if nothing is done to save America’s WETLAND. The advertising campaign includes PSAs, print ads and billboards.



- Campaign print advertisements appear in *Tiger Rag*, the *Sugar Bowl Program* and in *Chain Leader Magazine*, thanks to the McIlhenny Company.

- The McIlhenny Company includes information about the AWF on box labels and inserts for its Tabasco brand pepper sauce.



- At an Eco-Cultural Tourism Summit held in conjunction with the Louisiana Travel Promotion Association’s annual tourism summit, Lt. Gov. Mitch Landrieu highlights the role of America’s WETLAND in the future of tourism.

- **Newly-elected Governor Kathleen Blanco embraces the campaign. Three days after she takes office, she meets with President Bush to emphasize the national implications of Louisiana’s coastal land loss.**
- The Campaign joins with the Department of Culture, Recreation and Tourism in the Bicentennial of the Louisiana Purchase Bus Tour.
- The National Audubon Society hosts a New Orleans event to discuss the loss of habitat. AWF materials are distributed to attendees at a special reception.



- Whitney Bank supports distribution of AWF flags to businesses and schools in coastal Louisiana; 30 schools in threatened Terrebonne Parish hold simultaneous flag-raising ceremonies.

- AWF representatives address thousands of individuals at presentations at numerous national conferences and meetings, including the Gulf Intracoastal Canal Annual Convention, Louisiana Travel and Tourism Summit, the National Association of Government Communicators, National Conference on Coastal and Estuarine Habitat Restoration, and the National Wildlife Federation’s 67th Annual Meeting.

- The AWF exhibit and staff travels throughout Louisiana educating conference attendees at Coastal Zone '03, the National Council for Science, Policy, and the Environment Conference, and at Audubon Bird Fest, among many others.
- **More than 28 million readers and millions of viewers across the nation hear, read and see stories about Louisiana’s coastal land loss.**

2004

- AWF partners with the Louisiana Department of Culture, Recreation and Tourism with support from Shell to launch the America's WETLAND Birding Trail. Five years in the making, the trail links birding trails in Texas, Mississippi and other Gulf Coast states. There are 12 loops, offering nature lovers opportunities to view various species and visit some of coastal Louisiana's unique natural and cultural destinations.

- More than 57 million readers, viewers and listeners learn of the fight to save America's WETLAND via stories by the *Wall Street Journal*, *USA TODAY*, the *New York Times*, the *Washington Post*, *Los Angeles Times*, *National Geographic*, *Field and Stream*, *Cleveland Plain Dealer* and the *Dallas Morning News*. Print media outlets alone exposed almost 37 million people to the campaign's message. *CNN*, *CBS Sunday Morning News* and *CNN Headline News* feature the connection between land loss and increased risk of hurricane damage.



FIELD & STREAM
THE WORLD'S LEADING OUTDOOR MAGAZINE

CNN
THE WORLD'S NEWS LEADER

THE WALL STREET JOURNAL
WSJ.com

CBS NEWS

NATIONAL GEOGRAPHIC

- Governor Blanco proclaims February 2, 2004, as America's WETLAND Day in Louisiana in conjunction with World Wetlands Day.



- AWF Estuarians, or "Estys," the mascot-sized action heroes of the wetlands led by Capt. Eddy the Eagle, are launched with support from Chevron. Estys throw AWF items to crowds during Mardi Gras parades and make appearances at events statewide. An Estuarians Activity Guide is distributed to schools.



- "A Place Called America's WETLAND" (APCAW) is launched at the Aquarium of the Americas in New Orleans. AW interactive kiosks are placed at 34 key visitors and tourism locations, including the aquarium and tourism gateways near Lake Charles and New Orleans, to educate visitors about the wetlands. The kiosks also serve as distribution points for educational materials, maps and brochures, such as the AW Birding Trail brochure, to visitors.



- Governor Blanco, U.S. Senators Breaux and Landrieu and all seven of Louisiana's members of the U.S. House of Representatives sign a letter calling on opinion leaders, business, organizations and citizens alike to support America's WETLAND: Campaign to Save Coastal Louisiana.
- **National Geographic publishes an 18-page feature section on the importance of saving America's WETLAND. The magazine has a circulation of 5.4 million. An online poll posted by the magazine attracts 35,000 readers and 92 percent say the federal government should spend billions of dollars to turn the tide of coastal land loss.**
- AWF Leadership Tour includes a wetlands flyover tour, dinner and talks for U.S. Senate and House committee staffers, representatives of U.S. Senators, and leaders of local government associations and prominent national conservation organizers.
- The Coalition to Restore Coastal Louisiana, one of AWF's cooperating organizations, hosts "Go Coastal: Citizen Action to Save America's WETLAND," a coastal awareness campaign, in Lake Charles.

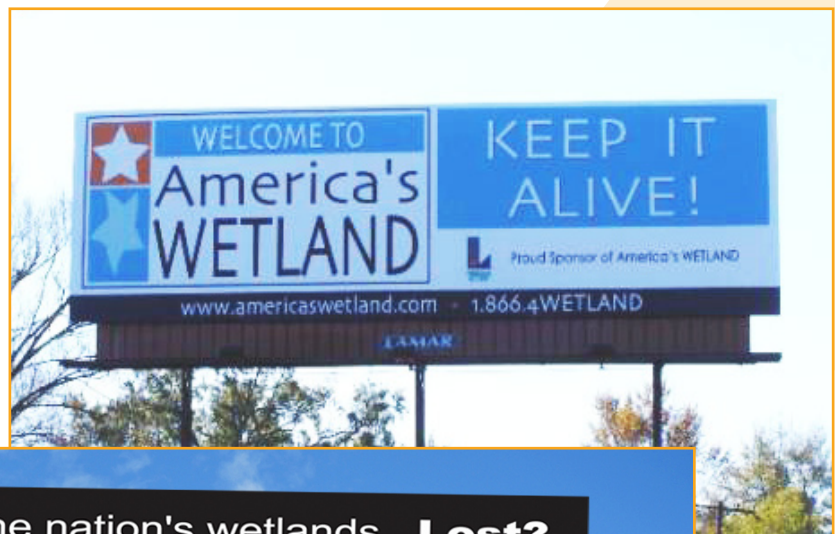


- Governor Blanco, Louisiana Department of Natural Resources Secretary Scott Angelle and the Governor's Office of Coastal Activities launch a weeklong series of events featuring the Estys, aimed at educating Louisiana's youth about the danger of coastal land loss to the state, nation and world.
- Educational materials are catalogued in cooperation with the Governor's Office of Coastal Activities, the Louisiana Department of Natural Resources, the Louisiana Department of Wildlife and Fisheries, the U.S. Geological Survey, the Coastal Wetland Protection Act, Audubon Nature Institute, the National Wetlands Center in Lafayette, the Barataria-Terrebonne National

Estuary Program, Jean Lafitte National Historic Park and Preserve, Louisiana Sea Grant, Lake Pontchartrain Basin Foundation, the Coalition to Restore Coastal Louisiana, Restore or Retreat and the "Marsh Mission" project by photographer C.C. Lockwood and artist Rhea Gary.

- The JASON Expedition, a national education project, features the loss of Louisiana's wetlands through nationally disseminated classroom lesson plans which include a land loss map donated by AWF.
- Kayakers Arthur Hebert and Larry Koenig complete the first circumnavigation of the coastline of the Gulf of Mexico, an 18-month journey called La Costa del Golfo. During their trip, their kayak is festooned with the America's WETLAND logo and they spread the word about Louisiana's coastal land loss, attracting local newspaper and television coverage along their route.
- **Convention announcements: at the Republican National Convention, New Orleanian Boysie Bollinger announces the state's vote by saying, "We're the home to America's WETLAND, but we are losing wetlands the size of a football field every 38 minutes." At the Democratic National Convention, Governor Blanco announces the state's vote by identifying Louisiana as "home to America's WETLAND..." The announcements illustrate the nonpartisan nature of the AWF campaign to save the state's coast.**
- AWF board members R. King Milling and Mark Davis go to Davenport, Iowa and St. Louis, Missouri to brief upriver groups about the national and international impact of Louisiana coastal land loss and the dangers to the Mississippi River Valley.

- The AWF Web site, www.americaswetland.com, reaches 2 million visitors, and the online donation portal is launched.
- AWF joins with various organizations to celebrate Earth Day in Baton Rouge, Taste of Lake Charles in Sioux City, Iowa, World Wetlands Day in New Orleans and the commemoration of President Theodore Roosevelt's Breton Island visit. Event participation is supported by Dow.
- AWF reaches out to Louisiana small businesses and receives contributions from hundreds of businesses across the state.
- AWF offers presentations or staffed exhibits at numerous conventions and meetings, including the annual meeting of the American Fisheries Society, Gulf of Mexico Deep Water Symposium, La Fete d'Ecologie, Ocean Commotions, National Wildlife Federation, Voice of the Wetlands and Washington Mardi Gras, among many others.
- AWF public service announcements, billboards, ads in the *Sugar Bowl Program*, *Sunshine Pages* and New Orleans Saints' *Gameday* magazines, and broadcasts on Louisiana Network and Cox Cable are seen by hundreds of thousands. The Louisiana Lottery joins as the billboard sponsor.



2005 ■■■■■

Pre-storms

- In a national poll commissioned by the campaign, it is found that 83 percent of those polled say the ecological significance of Louisiana's coastal area is a convincing reason for federal funding of restoration, while 70 percent are convinced by the area's crucial importance to the country's energy security. The results are released at LSU's President's Forum on Meeting Coastal Challenges in January.
- In a second national poll commissioned by the campaign after the devastation of the Southeast Asian tsunami, 53 percent of respondents say a similar catastrophic disaster could not occur in the United States, even though experts predicted exactly that if a hurricane hit New Orleans. Other findings: 86 percent say limiting the damage of disasters should be a priority for national decision makers; 84 percent see wetland restoration as an important strategy for hurricane protection, and 90 percent feel federal funding for restoration projects is important. The results are announced on World Wetlands Day on Feb. 2.
- **Coastal Crisis, a film AWF co-produced for the Science Channel, a subsidiary of the Discovery Channel, premieres in Baton Rouge and Washington, D.C., then airs on national television, reaching an estimated 38 million homes. The film uses the Washington, D.C. area Science and Technology High School football team to illustrate the flooding of a football field.**
- The 2005 U.S. Energy Bill includes \$540 million for fighting coastal erosion. While Governor Blanco calls it a "drop in the bucket," it is significant federal recognition of need for continued federal commitment to fund Louisiana's coastal restoration efforts.
- The Estys throw white America's WETLAND wrist bands, designated one of the year's "hot throws" at Mardi Gras parades. The "bracelets blanc," launched on Feb. 2, World Wetlands Day, are also used by Governor Blanco to declare "America's WETLAND Day" in Louisiana.
- The Estys, including Captain Eddy the Eagle, Pierre the Pelican, Delta the Dolphin and Reed the Reptile, march in the "All Species" parade, led by Baton Rouge Mayor Kip Holden and school children dressed as various creatures, in the Earth Day celebration that included a wetlands tent with hands-on learning opportunities.



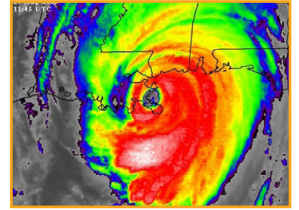
- At the AWF's first "Storm Warnings" event to recognize the start of hurricane season, a block of Royal Street in the French Quarter is draped in blue tarp to show how much the area would be flooded if New Orleans was hit by a Category 5 hurricane. Coverage by USA TODAY, CNN and ABC is widely repeated after Hurricane Katrina.
- "A Place Called America's WETLAND" initiative is expanded in partnership with the Louisiana Office of Tourism and local tourism officials to promote communities, attractions, events and activities within Louisiana's coastal zone. AWF kiosks and America's WETLAND Birding Trail guides are installed at 34 tourism destinations throughout Louisiana.
- The "Save America's WETLAND Write Now!" initiative aimed at generating postcards and letters to national congressional and administration leaders is launched with support from ConocoPhillips on August 25 with a bus tour from New Orleans to the wetlands. The warnings are profoundly felt in less than two days when it is realized that Hurricane Katrina is aimed at Louisiana's coast.

www.americaswetland.com
• 1.866.4WETLAND •

GET INVOLVED!

After Hurricanes Katrina and Rita

- AWF, through the Marmillion + Company's Washington, D.C. and Los Angeles offices, triage stories and field hundreds of press inquiries in the immediate aftermath of Hurricane Katrina for interviews from news organizations throughout the United States and abroad. Because of previous outreach, many news organizations immediately make the connection to the role coastal marshes play in hurricane protection.



- Strategic media outreach helps point increased attention to the importance of coastal marshes in absorbing storm surge and protecting the ecological, economic and human interests in the region.
- **AWF spokespersons are quoted in USA TODAY, the Washington Post, the New York Times and the Los Angeles Times. Broadcast news shows like Hannity and Colmes, Anderson Cooper 360, and News Night with Aaron Brown interviewed AWF spokespersons on topics pertaining to coastal restoration and hurricane protection.**
- AWF's "Storm Warning" event dramatizing the impact of a hurricane on New Orleans by the draping of the French Quarter airs repeatedly on national television as proof that concern had already been raised about the potential threat to New Orleans.



- AWF is called upon by Governor Blanco to provide support and help establish the Louisiana Disaster Recovery Foundation to receive donations to assist Louisiana victims of the hurricanes.
- *Coastal Crisis*, originally aired only on the *Science Channel*, is picked up by the parent company and airs multiple times on the *Discovery Channel*, reaching an estimated 90 million viewers.
- The AWF supports boat tours for media showing hurricane damage and provides "Energy Packs" for state call center emergency employees.
- "America's WETLAND: Louisiana's Vanishing Coast," the official documentary book featuring photos by award-winning photographer Bevil Knapp and text by the late Baton Rouge Advocate environmental writer Mike Dunne, is published.
- **AWF participates in a dinner in honor of the Ambassador of the Netherlands to the United States, Boudewijn Johannes van Eenennaam, during his visit to New Orleans. Emceed by U.S. Senator Landrieu, some of the people in attendance include New Orleans area parish presidents and mayors, state officials, ecumenical leaders and others. Emphasis is on working together to meet Louisiana's coastal protection challenges.**
- A Louisiana Public Broadcasting production of a one-hour documentary to be aired nationally on public television begins production with AWF assistance.
- AWF hosts a dinner welcoming U.S. Environmental Protection Agency administrator Stephen L. Johnson, his staff and guests from the White House and representatives from the Environmental Defense Fund. R. King Milling is the official host of the New Orleans dinner. Other hosts include representatives of the governor's office, the U.S. Army Corps of Engineers, the Louisiana Recovery Authority, Barataria-Terrebonne National Estuary Project, LSU, Lake Pontchartrain Foundation, the Louisiana Disaster Recovery Foundation and many others.
- At a Baton Rouge press conference, local, state and federal leaders call for unity in petitioning the White House and Congress for a 50 percent share of offshore mineral tax revenue to be dedicated to coastal restoration. U.S. Rep. Charles Melancon, (D-LA) advocates support and national distribution of the "Flood 'Em" petition backed by WWL radio talk host Garland Robinette asking federal leaders to continue the national commitment made by President Bush in his post-Katrina speech from Jackson Square to assist Louisiana in its time of crisis.



- After the storm, the volume of newspaper clips around the world mentioning Louisiana’s wetland loss causes the campaign to suspend its clipping service because of the vastly increased cost.
- Even with the temporary suspension of the clipping service, research shows that 71 million newspaper readers have been exposed to stories mentioning the Louisiana’s coastal land loss. There are 64 million broadcast impressions, in addition to multiple broadcasts of “Coastal Crisis” on the *Discovery Channel*.
- There are 3.8 million visits to AWF’s Web site, up from 2 million the year before.
- Thousands of Louisiana businesses receive information on how to order “America’s WETLAND: Louisiana’s Vanishing Coast.”
- AWF offers or supports presentations and exhibits at numerous conferences and meetings, including the Chesapeake Bay Coastal Estuarine Ecosystem Restoration Meeting in Maryland, the Global Ecology Integrity Group in Italy, Select Forum on Restoring Puget Sound, Seattle, WA, and First Annual Great Lakes Restoration Conference, Grand Rapids, MI.
- **The Krewe of Estys is featured in community events across Louisiana and out-of-state, including NBC’s Today Show.**

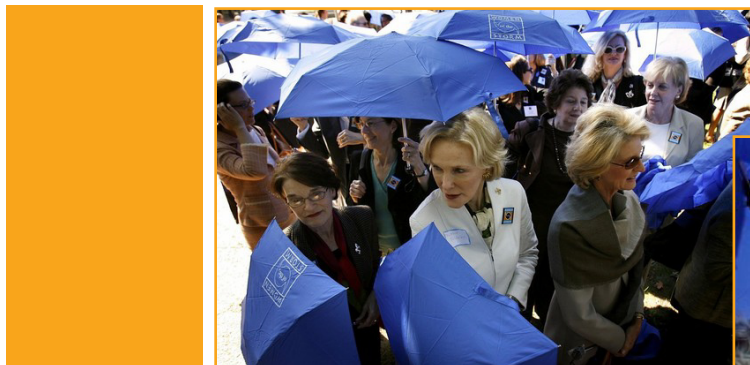


THE KREWE OF ESTYS

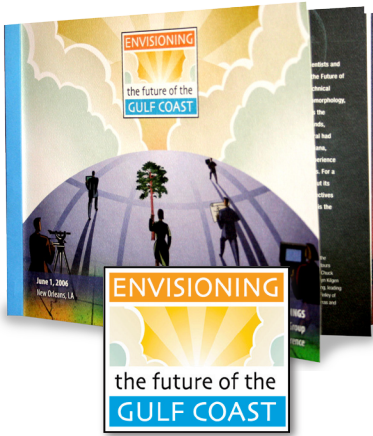


2006 ■■■■■

- AWF supports establishment and development of the “Women of the Storm,” a group of 140 New Orleans area volunteers who visited Washington in late January to invite members of Congress to tour the storm-damaged areas. At the time, four months after the storms, only 13 percent of the Members of Congress had visited the state.



- Flashing umbrellas resembling blue tarp, the Women of the Storm attract media attention from *CNN*, *CNN American Morning*, *ABC News*, *Fox News* and in newspapers in almost every major media market, notably *Newsday* (New York), the *Washington Post*, *Los Angeles Times*, *USA TODAY*, *Houston Chronicle*, *San Francisco Chronicle*, *Boston Globe*, *Seattle Post* and the *San Diego Union-Tribune*.
- **The Women of the Storm's efforts result in a tour of New Orleans in March by 34 Members of Congress led by then House Speaker Dennis Hastert (R-IL) and then House Minority Leader Nancy Pelosi (D-CA) One week later, U.S. Sen. John McCain (R-AZ) and Sen. Lindsey Graham (R-SC) visit hurricane-damaged areas on a tour organized by the Women of the Storm and Wendy Vitter, wife of U.S. Sen. David Vitter (R-LA).**
- Six months after the storm, U.S. Sen. Landrieu hosts U.S. Senators Daniel Akaka (D-HI), Hillary Rodham Clinton (D-NY) and Blanche Lincoln (D-AR) on a tour.
- On Feb. 2, recognized as World Wetlands Day, the Foundation unveils the new America's WETLAND Online Resource Center designed by Dr. Bob Thomas of Loyola University with support from CH2M HILL. This Web site is a major source of information on the wetlands, and includes a voluntary certification program for swamp tour guides and boat captains, information for youth groups, and guidelines and study requirements for studying coastal land loss: <http://www.americaswetlandresources.com>
- The “Krewe of Estys” is featured at Washington Mardi Gras and New Orleans Mardi Gras.
- **At the first America's Energy Coast Economic Forum, former U.S. Senator Breaux and Governor Blanco address an audience of governors, U.S. Senators and representatives and energy industry leaders assembled by satellite feeds from Washington, D.C. to New Orleans. The forum focuses on the economic and environmental stability of the coastal region.**



- AWF hosts a week-long international conference entitled Envisioning the Future of the Gulf Coast, an assembly of experts in geology, ecology, oceanography, engineering and economics from across the United States, the United Kingdom, the Netherlands, Italy, Egypt and Australia. After touring the Louisiana coast, learning about its environmental and economic significance, the group submits recommendations. The chief recommendations include closing the Mississippi River Gulf Outlet (MRGO) in St. Bernard Parish and harnessing the sediment from the Mississippi River, the natural marsh rebuilding process. The recommendations are presented to the governor's office to include in the state's master plan for coastal restoration and hurricane protection.

• At Storm Warnings II on June 1, the beginning of the hurricane season, Women of the Storm, local bands and civic leaders participate in a dramatization in New Orleans City Park Stadium with an enormous map of the United States indicating those Members of Congress who had visited the storm damaged-areas of Louisiana and those who had not.



- To combat "Rita Amnesia," a term used by those Southwest Louisiana victims of Hurricane Rita who felt forgotten by the larger focus on Hurricane Katrina in Southeast Louisiana, AWF hosts a series of events on the first anniversary of Rita. Among them is "Riding the Trail to Recovery," a two-mile cattle drive through lower Cameron Parish, one of the hardest hit by Rita, led by Governor Kathleen Blanco, U.S. Sen. Mary Landrieu, U.S. Sen. David Vitter, Lt. Gov. Mitch Landrieu, White House Recovery Coordinator Don Powell, U.S. Army Lt. Gen. Russel Honore and Lake Charles Mayor Randy Roach.

• *Washing Away*, a public television documentary program sponsored by AWF and Louisiana Public Broadcasting (LPB), shows the extent of the impact of the two hurricanes on coastal Louisiana. Premiering on LPB on August 29, the first anniversary of Katrina, and on the national Public Broadcasting Service on September 7, the film reaches more than 100 million American households with over 250 million individual media impressions. During the year, the documentary airs 1,259 times over 66 stations in 17 states, reaching 84 percent of the market sectors in the U.S.



- AWF representatives make a tour of editorial boards in Texas, Mississippi and Alabama promoting the development of the America's Energy Coast initiative.



- The AWF helps form the Coast Guardians, a business executives' group dedicated to educating business groups about the need to restore Louisiana's coast. All the founding members are also members of TEC International, the largest organization of chief executive officers in the world.

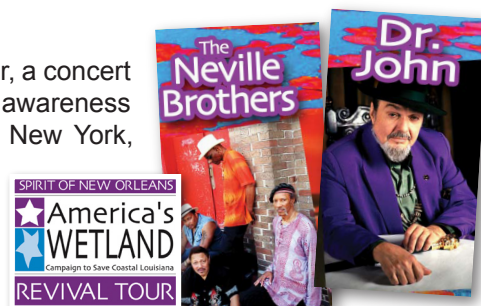


- AWF and the Women of the Storm hold a “Blue Tarp Fashion Show” at Antoine’s Restaurant. A satirical fashion show, the event features creations by local designers using the same blue tarp material as that placed on thousands of Louisiana roofs by the Federal Emergency Management Administration (FEMA).
- AWF provides educational materials for Louisiana leaders to take to the Netherlands to exchange information and strategies on coastal protection.
- AWF hosts the Recovery and Reconstruction Congressional Summits held in Lake Charles, LA and Beaumont, TX, where leaders of Southwest Louisiana and Southeast Texas meet to discuss the vital role coastal Gulf states play in the national economy. A luncheon is hosted by White House recovery director Donald Powell, U.S. Sen. Mary Landrieu and members of the Texas congressional delegation.

- **The AWF sponsors a state poll released in June that shows 66 percent of Louisiana residents are very concerned about the loss of coastal wetlands. Other key findings: 64 percent think coastal restoration is primarily a national rather than state problem; 87 percent of those polled are aware of the coastal wetland loss, with 83 percent saying it is “extensive.” In no region of the state does awareness of the issue fall below 50 percent.**

- The Campaign is featured at the America’s WETLAND Revival Tour, a concert by Dr. John, the Neville Brothers and others to raise national awareness of Louisiana coastal erosion. Concerts are held in Long Island, New York, Chicago and Indianapolis.

- In September, 130 members of the Women of the Storm make their second trip to call on members of Congress. As a result of this AWF-affiliated organization, 50 U.S. Senators and 100 members of Congress visit the state in 2006.



- **AWF supports amendments to the Louisiana State Constitution that dedicate all future O.C.S. revenues to coastal protection and restoration and safeguard other funds for this purpose.**

- In Washington, D.C., AWF co-hosts with Restore America’s Estuaries a Forum on the Economic and Market Impacts of Coastal Restoration, seeking empirical data that reveals the economic importance of restoring the coast.

- The Campaign’s work educating the public helps win passage of the landmark U.S. Energy Bill that allocates 37.5 percent of federal oil and gas revenues from future offshore production to the states, with Louisiana’s share dedicated to coastal restoration and hurricane protection by constitutional amendment. Joining AWF are its affiliated groups, Parishes Against Coastal Erosion, Women of the Storm, Coalition to Restore Coastal Louisiana, Coast Guardians and Levees.org.

- **The AWF releases a national poll in November that confirms broad national support for federal offshore revenue sharing: 80 percent of respondents favor the sharing of 50 percent of tax revenue generated by Outer Continental Shelf production with the affected states. After being told that Louisiana lost more than 200 square miles of its wetlands during the two days of hurricanes Katrina and Rita, 89 percent of those polled say the federal government should help rebuild Louisiana’s coast.**

- The Campaign partners with WWL Radio New Orleans in the “Flood ‘Em” campaign, led by host Garland Robinette, which results in more than 55,000 signatures collected for the “Flood ‘Em” petition.
- AWF co-hosts an informational tent at the New Orleans Jazz and Heritage Festival presented by Shell to reach more individuals from around the world.
- AWF logs hundreds of newspaper articles, representing 89 million total print impressions; numerous stories about the campaign are posted by national news wire services and there are 270 million broadcast news impressions. Exclusive of *Washing Away*, there are 19.1 million broadcast impressions.
- AWF staff continues to educate national audiences with presentations at the Consumer’s Energy Alliance meeting, Outdoor Writers Association, Restoration 2006 Conference, Energy Council, and The Grove, among many others.
- AWF supports and recognizes the Louisiana Congressional Delegation and Governor Kathleen Blanco for helping to pass the Federal Energy Bill that includes a sharing of Outer Continental Shelf (O.C.S.) revenues that the state will dedicate to coastal restoration.



2007 ■■■■■

- The America's WETLAND Conservation Corps (AWCC) is launched. A partnership with LSU AgCenter and Louisiana Serve, AWCC involves AmeriCorps members that manage restoration projects and recruit volunteers to help restore Louisiana's coast by cleaning up beaches, building duck boxes and planting vegetation to help restore breeding habitat. Individual contributions and grants to AWF support the AWCC.



- At Storm Warning III, held at the Port of New Orleans, the Foundation launches its Up River tour to publicize the plight of the Mississippi River Delta. Soon after, in Memphis, TN, the Women of the Storm arrive by boat to fanfare. The Estuarian action heroes take part. There are meetings, presentations to groups and media appearances in Memphis, TN and Dubuque, IA.



- *Fortune* publishes article on the importance of Louisiana's coast to the American economy and the nation's energy security.

- *CBS Nightly News* features the Women of the Storm in a lengthy segment about the status of recovery in New Orleans.

- America's WETLAND is included in the "America the Beautiful" series on NBC's *Today Show*.

- The AWF Web site has 3.2 million hits and receives 588,000 total page views.



- Radio and television personality Garland Robinette agrees to donate proceeds from the sale of his painting, "Louisiana Love Song," to AWF.

- Baton Rouge *Advocate* environmental writer Mike Dunne is presented the campaign's first "America's WETLAND Conservationist of the Year Award." Radio talk show host Garland Robinette and Governor Kathleen Blanco are presented with the "America's WETLAND Special Recognition Award."



- During the first full year of operation of the America's WETLAND Conservation Corps program in 2007, the 18 AWCC members surpassed all expectations by recruiting more than 675 volunteers, completing more than 25 restoration activities and logging more than 20,000 hours.

- Virginia Rowan, founder of Pelican Coast Neckwear, rolls out her Coastal Collection of fine silk neckties, contributing 20 percent from the sale of each tie to the Foundation. In 2007, donations from sale of the ties total more than \$11,000.



- AWF recruits leaders of business, conservation, government and non-profit agencies to participate in the America's Energy Coast (AEC) initiative, as well as members of the bipartisan America's Energy Coast Honorary Leadership Council originally chaired by U.S. Senators Trent Lott and Mary Landrieu. AEC is designed to recommend and promote policies, practices and technology solutions to sustainability of the Gulf Coast region.
- AWF holds a Washington, D.C. reception at the home of U.S. Senator Landrieu, who provides a briefing on the America's Energy Coast initiative to industry and congressional staffers.

- **The AEC holds an inaugural Leadership Forum in November, bringing together industry and policy leaders from Texas, Louisiana, Mississippi and Alabama to set in motion the collaborative development of the Accord for a New Sustainability for America's Energy Coast.**



- The "Krewe of the Estys" again marches in major Mardi Gras parades, including Endymion, Bacchus, Orpheus and Rex, to help raise public awareness among the estimated 1 million attending the parades. They throw collectable America's WETLAND bracelets and pause to pose with children. The Estys also appear at the Washington Mardi Gras.

- The Foundation holds its second "Toast to the Coast" reception to honor its wetlands legislative heroes, including Governor Blanco, members of Louisiana's congressional delegation, and everyone who worked to pass meaningful coastal legislation.



- The ceremonial launch of the America's WETLAND auto license plate is held at Riverview in New Orleans in conjunction with Earth Day 2007 event. Motorcyclist Terry Forrette begins his "Riding the Rim" three-month, 12,000-mile motorcycle tour around the rim of the United States to raise awareness of coastal erosion.

- The America's WETLAND Conservation Corps plants oyster grass to sustain a rebuilt levee at the Rockefeller Wildlife Refuge, one of 25 projects in 2007.

- AWF Board President R. King Milling makes a presentation to the Philanthropy Roundtable on the wetlands issue. The roundtable is a national association of individual donors, foundation trustees and staff and corporate giving officers.

- Loyola University presents the Women of the Storm with an honorary degree for their advocacy efforts on behalf of Louisiana.

- In a survey by the Louisiana Recovery Authority called "Louisiana Speaks," 80 percent say financing of Louisiana's coastal restoration plan is "very important" and 13 percent say "important," a total of 93 percent.

- **The Louisiana Legislature votes unanimously to approve the Coastal Protection and Restoration Authority's master plan for coastal restoration and hurricane protection. This follows three statewide ballot initiatives that pass by overwhelming margins. Entitled "Integrated Ecosystem Restoration and Hurricane Protection: Louisiana's Comprehensive Master Plan for a Sustainable Coast," the plan is the first document to fully integrate hurricane protection with restoration. It is the result of more than 18 months of research, stakeholder and scientific review and writing.**

- AWF helps to persuade 82 percent of the voters in Calcasieu Parish to vote yes to support the transfer of property and the development of the America's WETLAND Discovery Center on the Lake Charles Lakefront. The center, which can receive state and federal support, will become a national resource for wetland education and is projected to attract 250,000 annual visitors. Planned as a 56,000 square-foot exhibit center, the facility will emerge on six acres of wetlands along the city's downtown I-10 corridor.



- There are 617 print articles on America's WETLAND with total print impressions of 165 million and a minimum of 29 million broadcast impressions. AWF's website receives 3.3 million visitors. The campaign's ability to reach out to the media continues to be a key element of the success of its public education mission.
- **The campaign helps to sponsor the presentation of Louisiana's Master Plan for a Sustainable Gulf Coast in the nation's capital at a special event at the Woodrow Wilson International Center for Scholars. Joining in the presentation are R. King Milling, board chair of the Foundation, LSU's Dr. Robert Twilley, University of Maryland's Dr. Don Boesch, and Sidney Coffee, then chair of Louisiana's Coastal Protection and Restoration Authority.**
- AWF supports and celebrates the passage of the Water Resources Development Act and the Federal Energy Bill, both of which authorize critical programs and projects for coastal Louisiana.
- Signs stating "Welcome to America's WETLAND" are installed on interstate highways to be seen by travelers entering the state. Miss Louisiana 2007 joins with the AWF to mark their installation.
- A variety of individuals and organizations, including Ryan Finn of Ryan Finn Ocean Racing, a woman running the Mardi Gras Marathon, a gumbo chef, Miss Louisiana 2007, Pelican Coast Neckwear, nationally known cookbook author Holly Clegg, Luzianne Coffee and hundreds of individuals that bought Tabasco, donate to the work of the Foundation.
- Presentations are made to the Congress of Cities, Harvey Canal Industrial Association, the Legis-Gator Luncheon among others. In addition, Estys or exhibits are seen at Ducks Unlimited, Louisiana Book Festival, the National Conference of State Legislatures, National Hunting and Fishing Day, Society of Petroleum Engineers among others.



2008 ■■■■■■

- In January, the America's WETLAND Conservation Corps (AWCC) rallies volunteers to reinforce shoreline fences with discarded Christmas trees. The Southern Growth Policies Board names the AWCC Louisiana's winner of the 2008 Southern Growth Innovator Award, chosen over 100 nominees.

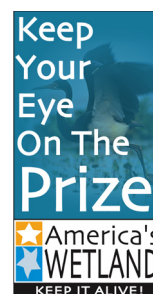


- The Times-Picayune names the plush doll "Captain Eddy," one of the action heroes of the wetlands, as one of the year's best new Mardi Gras throws. The blue eagle character that travels with the Krewe of Estys to parades, educational events, and other wetland outreach events nationwide was thrown at six Mardi Gras parades and prominently featured on New Orleans television stations.

- **Washing Away, the documentary about the crisis that faces Louisiana's disappearing wetlands, reaches 272 million viewers in 18 states. Created by Louisiana Public Broadcasting in August 2006, Washing Away aired 3,412 times on public and commercial stations nationwide and at various symposia and film festivals.**

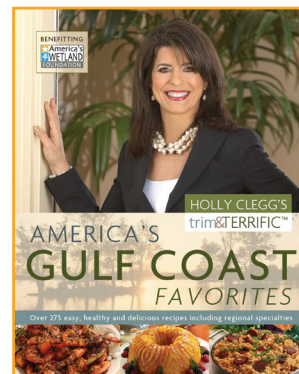
- Hundreds of students from grades 4 to 12 enter the America's WETLAND "Keep Your Eye on the Prize" contest, submitting artwork, photographs and essays. Nine students from three age groups are named first place winners in the three categories, each winner earning a \$500 award for his or her school for a wetlands restoration project supervised by the AWCC.

- AWF creates pages on the nation's most popular social networking sites, Facebook and MySpace. In addition, AWF also features a variety of campaign videos on YouTube.



- **More than 900 teachers in 53 Louisiana parishes sign up to incorporate wetland awareness in their lessons during Youth Wetlands Week, during which an estimated 55,000 students learned about the importance of the coastal marshes. Each teacher was supplied with a curriculum binder developed by the LSU AgCenter, the Louisiana Department of Natural Resources and the Barataria-Terrebonne National Estuary Program.**

- AWF is a beneficiary of a portion of profits from sales of the newest cookbook from Holly Clegg, *trim & Terrific: America's Gulf Coast Favorites Cookbook*. The new cookbook of 300 recipes also includes information about the unique landscape, history, and culture of America's WETLAND.



- At the 2008 New Orleans Jazz and Heritage Festival presented by Shell, AWF co-hosts a "Meet and Greet Tent." Each afternoon, local artists sign autographs and pose for pictures while staffers inform visitors about America's WETLAND.

MEET & GREET!

Local performers from the Jazz & Heritage Stage

Check with the staff for a schedule of appearances

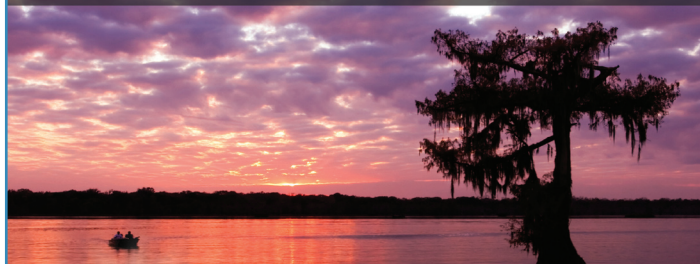


- Hear their stories
- Take your picture with the artists
- Get their autographs



AMERICA'S WETLAND

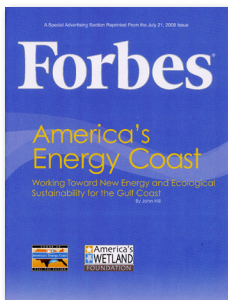
Coastal Louisiana - known as America's WETLAND is disappearing at the rate of a football field a hour



- In an AWF-commissioned national poll of 1,200 residents of Texas, Louisiana, Mississippi and Alabama, almost nine out of every 10 – or 86 percent – think the federal government should be responsible for protecting this coastal area that provides energy to the U.S., and 90 percent say the federal government should invest in coastal protection because of the oil and gas pipelines that run through the area. But 84 percent agree that Americans take for granted the role of the energy-producing states and 82 percent say the federal government should do more to provide a percentage of offshore oil and gas revenues to the states that provide the energy. The poll, which has a 2.8 percent margin of error, is taken by The Kitchens Group, a national polling firm based in Florida.



- **AWF joins Louisiana Sea Grant, Louisiana State University and the Louisiana Department of Insurance to co-host the fourth President's Forum on Meeting Coastal Challenges - Insurability of the Coast. During the meeting, experts discuss flood insurance, reinsurance, public and private providers, floodplain mapping, comprehensive planning as it relates to natural hazards, and the Stafford Disaster Relief and Emergency Assistance Act.**



- *Forbes* magazine features a special section on America's Energy Coast.
- The "Accord for a New Sustainability for America's Energy Coast" is unveiled at the AEC Leadership Forum in Woodlands, TX during a satellite simulcast press conference that was held in conjunction with the National Conference of State Legislators' 2008 Legislative Summit in New Orleans that has attracted more than 1,000 legislators and staffs from around the country. Leaders from across the region note the critical necessity for this historic accord and discussed next steps for implementing its recommendations.

- AWF hosts a briefing and flyover tour in partnership with the State of Louisiana to show the significance of America's WETLAND to legislative leaders attending the National Conference of State Legislatures 2008 Summit in New Orleans.



The Next Step: Climate, Energy and the Coast



AWF seeks to ensure a sustainable Gulf Coast and to define sustainability based on the lessons learned and intellectual capital created around comprehensive coastal protection and restoration. Home to America's WETLAND, the Gulf Coast faces the largest demonstrable sustainability crisis in the nation and is also the center of the world's most important working ecosystem laboratory. From this region, the best practices in dealing with climate changes, coastal erosion and energy needs can emerge to serve as models for current and potential energy-producing regions around the world. The concept is to look at all problems, not in isolation but in relationship with one another, so that both energy and environmental assets can be sustained in the face of global climate change.

AWF has launched Climate, Energy and the Coast - The New Sustainability (CEC), which has several components: CEC Policy and Information Center, university collaborations that build capacity in science and engineering, the Ecosystem Restoration Action Network, the World Deltas Collaborative and the America's Energy Coast (AEC) initiative.

The CEC Policy and Information Center will assess and define information on the linkage of issues around climate, energy and the coast. The Center will promote rigorous, nonpartisan research, study and policy analysis.

Building science and engineering capacity in the region is critical for the Gulf states, and especially Louisiana, to plan and implement the large-scale ecosystem restoration and protection program it envisions. University collaborations in the Gulf region are essential to accomplish the research necessary to address sustainability issues and build brainpower among partner organizations.

The Ecosystem Restoration Action Network focuses on working with Congress and Federal agencies to modify and expedite the way coastal ecosystem restoration efforts are addressed. Currently, these projects are authorized through the Water Resources Development Act, which has proven problematic because of the slow and complicated processes required by the U.S. Army Corps of Engineers. There is a sense of urgency to coordinate and unify the processes. The network is envisioned to include America's WETLAND, the Everglades, the Chesapeake Bay area, the Great Lakes, Upper Mississippi, Puget Sound and the CalFed Bay Delta Program in California.

The World Deltas Collaborative is an initiative to bring together representatives of governments, policy makers and scientists from around the world to participate in discussions of sustainability challenges and solutions through a series of summits. Best practices and latest findings will be presented to those interested in deltaic systems such as the Mississippi, Nile, Yangze, MeKong and Amazon rivers.



America's Energy Coast



AEC represents an alliance of business executives, non-governmental organization leaders and elected officials that have come forward to protect and rebuild the delicate and vital four-state energy producing coastal region of Texas, Louisiana, Mississippi and Alabama - known as America's Energy Coast.

The AEC initiative has brought together leaders of academia, industry, conservation, government and non-profit agencies to create a positive, balanced national dialogue on America's energy future and to ensure that the voices of the region are heard and their contributions are recognized. The AEC is supported by the AEC Honorary Leadership Council, a group of elected officials from the four-state region co-chaired by U.S. Senators Mary Landrieu (D-LA) and John Cornyn (R-TX), and the AEC Industry Council.

The project will educate the public about the necessary coexistence of energy and ecology to sustain this critical region. Through leadership forums and outreach projects, AEC will educate the public on how responsible energy development is consistent with conservation and environmental stewardship. Definitions of sustainability will be written with an understanding of the need for working landscapes that can sustain both energy and environmental assets in the face of global climate change.

Americans today face critical issues: an uncertain economy, ongoing war, rising inflation, natural disasters, crumbling infrastructure, and the impacts of climate change. But one issue has an immediate impact on all Americans: climbing gas prices have opened up the national discussion about the future of our domestic energy supply - a discussion full of questions on how to sustain the environment while fueling an energy-hungry nation.

No meaningful national discourse involving energy and the environment can take place without looking to America's potential laboratory for sustainability, the U.S. Gulf Coast.

On July 24, 2008, AEC released the "Accord for a New Sustainability for America's Energy Coast." The working Accord identifies policies, best management practices and technological solutions that can be implemented to move toward a more sustainable coast and a more secure domestic energy supply.

AEC is well positioned to solve crucial issues facing this nation, including continued and future exploration and production of fossil fuels, development of new and alternative energy sources, protection of vulnerable coastal communities, development of the workforce needed to support economic activities, maintenance and enhancement of important components of the nation's navigation systems, rebuilding of decaying and inadequate infrastructure, and restoration and protection of imperiled coastal ecosystems.

Finally, the initiative is poised to be at the epicenter of a national discussion on domestic energy supply and the prospects of expanded offshore drilling. It will be at the heart of how we as a nation address the sustainability of fragile coastal landscapes and ecosystems and the production of the nation's present and future energy supplies.



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Ryan Finn Ocean Racing
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Tidewater

PUBLIC RELATIONS SOCIETY OF AMERICA

Silver Anvil Award - Public Service - Partnership

League of American Communications Professionals - Magellan Award

Top 50 Publicity Campaigns - Platinum Award

The Communicator Awards

Award of Excellence, Coastal Crisis
 Award of Excellence, Don't Be a Big Loser PSAs
 Award of Excellence, David Dellucci and Hunt Downer PSAs
 Award of Distinction, Don't Be a Big Loser Video
 Award of Distinction, A Place Called America's WETLAND Video
 Award of Distinction, www.americaswetland.com
 Award of Distinction, Presentation Jacket
 Award of Distinction, Introductory Brochure

Coastal America

Special Recognition Award

Coastal Stewardship Awards

R. King Milling
 Bevil Knapp and Mike Dunne
 Hilary Collis

Davey Awards

Gold Award – America's Energy Coast PSAs
 Gold Award – America's WETLAND PSAs
 Silver Award – A Place Called America's WETLAND Video
 Silver Award – Don't Be a Big Loser Video
 Silver Award – Major Gen. Hunt Downer PSA
 Silver Award – America's WETLAND Birding Trial Guide

Gulf Guardian Award

Partnerships - America's WETLAND

National Association of Government Communicators

Government Communicator of the Year Award - Sidney Coffee
 First Place – Video News Release

PR NEWS

Best Public Service Campaign

MarCom Creative Awards

Platinum - Coastal Crisis
 Platinum - A Place Called America's WETLAND Video
 Platinum - Don't Be a Big Loser Video
 Platinum - Newspaper Placement
 Platinum - Video/Film/Video News Release
 Gold - Birding Trail Map
 Gold - Tradeshow Exhibit
 Gold - Hurricane PSA
 Honorable Mention - America's WETLAND Birding Trial Guide

Southern Growth Innovator Award

America's WETLAND Conservation Corps

Spotlight Awards

Gold Award - Introductory Video
 Silver Award - Don't Be a Big Loser PSA's

Summit Creative Award

Public Relations

Telly Award

Washing Away
 America's Energy Coast Video
 Don't Be a Big Loser PSA
 Reed PSA
 Murky PSA
 A Place Called America's WETLAND Video
 Green PSA

Videographer Awards

Award of Excellence, A Place Called America's WETLAND video
 Award of Excellence, Meet the Estys PSA
 Award of Excellence, Don't Be a Big Loser PSAs
 Award of Excellence, Don't Be a Big Loser Video

Official America's WETLAND "Cooperating Organizations"

Adopt-A-Watershed	Environmental Media Association
Alabama Wildlife Federation	Environmental Working Group
Alliance for Affordable Energy	Estuarine Research Federation
Alliance for the Chesapeake Bay	Everglades Foundation
Alliance for the Great Lakes	Friends of New Orleans
American Association of Port Authorities	Friends of the Earth
American Fisheries Society	Friends of the Mississippi River
American Hiking Association	Friends of the Missouri River
American Land Conservatory	Galveston Bay Foundation
American Rivers	Great Lakes Commission
American Shore and Beach Preservation Society of America	Great Lakes Protection Fund
American Shrimp Processors Association	GreenLife Society
American Water Resources Association	Gulf of Mexico Foundation
American Waterways Operators	Illinois Water Environment Association
American Whitewater	Illinois Water Resource Center
Aquatic Resources Education Council	Indian Creek Nature Reserve
Association of Illinois Soil and Water Conservation Districts	Inland Rivers, Ports & Terminals Association
Association of National Estuary Programs	International Conservation Caucus Foundation
Association of State Wetland Managers	Iowa Natural Heritage Foundation
Atchafalaya Basinkeeper	Iowa Rural Water Association
Center for Biodiversity and Conservation	Iowa's Wetland and Riparian Areas
Center for Biological Diversity	Izaak Walton League
Center for Coastal Conservation	Kentucky Rural Water Association
Center for Health, Environment and Justice	Lackawanna River Corridor Association
Center for Watershed Protection	Lake Carriers' Association
Center for Marine Conservation	League of Conservation Voters
Chesapeake Bay Foundation	Living Lands & Waters
Clean Water Fund	Louisiana Bayoukeeper
Clean Water Network	Louisiana Forestry Association
Coalition to Restore Coastal Louisiana	Louisiana Oyster Task Force
Coast Guardians	Louisiana Wildlife & Fisheries
Coastal America	Louisiana Farm Bureau Federation
Coastal States Organization	Louisiana Wildlife Federation
Congressional Sportsmen Foundation	Lower Mississippi River Conservation Committee
Conservation Law Foundation	Lower Mississippi RIVERKEEPER
Defenders of Wildlife	Maine Association of Wetland Scientists
Ducks Unlimited	Marine Conservation Biology Institute
Duke University Wetland Center	Marine Fish Conservation Network
Earth Island Institute	Marine Mammal Center
Earth Policy Institute	Marine Stewardship Council
Earth Share	Midwest Area River Coalition 2000
Earth Wave Society	Mile High Wetland Group
EarthRights International	Minnesota Center for Environmental Advocacy
Earthwatch Institute International Headquarters	Minnesota Environmental Partnership
Ecological Society of America	Mississippi Headwaters Board
Environmental and Energy Study Institute	Mississippi Water Resources Association
Environmental Defense	Missouri Coalition for the Environment

Missouri River Communities Network
 Mobile Bay Estuary Program
 National Association of Counties
 National Audubon Society
 National Conference of State Legislatures
 National Wildlife Federation
 National Corporate Wetlands Restoration Partnership
 National Fish and Wildlife Foundation
 National League of Cities
 National Mississippi River Museum
 National Resources Foundation of Wisconsin
 National Waterways Alliance
 Nature Conservancy
 Newport Aquarium
 Ohio Wetlands Foundation
 People For Puget Sound
 PNM Resources, Inc.
 Public Communications Inc.
 Puget Sound Partnership
 Puget Soundkeeper Alliance
 Red River Valley Association
 Restore or Retreat
 River Alliance of Wisconsin
 San Francisco Estuary Project
 Sandia National Laboratories,
 Save The Bay
 Sierra Club
 Society for Ecological Restoration Coastal Plain Chapter
 Society of Wetland Scientist
 Student Conservation Society
 Surfrider Foundation
 Tampa Baywatch
 Tennessee River Rescue
 Tennessee-Tombigbee Waterway Development Association
 Texas Wetland Information
 The Conservation Fund
 The Peregrine Fund
 The U.S. Conference of Mayors
 The Wilderness Society
 Tri Rivers Waterway Development Association
 Upper Mississippi Basin Stakeholder Network
 Upper Mississippi Conservation Committee
 Upper Mississippi Illinois and Missouri Rivers Association
 Warriors-Tombigbee Waterway Association
 Waterkeeper Alliance
 Wetland Training Institute
 Wetlands Institute (NJ)

White Boot Brigade
 Wisconsin Wetlands Association
 Women of the Storm
 World Wildlife Fund

Official America's WETLAND "Community Partners"

City of Baton Rouge/ East Baton Rouge Parish
 Cameron Parish Police Jury
 City of Covington
 City of DeQuincy
 City of Donaldsonville
 City of Gretna
 City of Hammond
 City of Jeanerette
 Jefferson Parish
 City of Kenner
 City of Lake Charles
 City of Mandeville
 City of Abbeville
 City of New Iberia
 City of New Orleans
 Plaquemines Parish
 City of Rayne
 City of Slidell
 St. Charles Parish
 St. Martin Parish
 St. Mary Parish
 St. Tammany Parish
 City of Sulphur
 Terrebonne Parish
 Town of Jean Lafitte
 Town of Amite
 Town of Baldwin
 Town of Berwick
 Town of Erath
 Town of Iowa
 Town of Killian
 Town of Livingston
 Town of Lockport
 Town of Youngsville - Sioux City, IA
 Vermillion Parish Police Jury
 Village of Folsom
 Village of Tangipahoa

Official America's WETLAND "Partner Attractions"

A Cajun Man's Swamp Cruise, Inc.
 Acadian Village

Airboat Charters, Inc.
Airboat Tours by Arthur Matheme, Inc.
Annie Miller's Son's Swamp & Marsh Tours, Inc.
Attakapas Adventures
Bayou Terrebonne Waterlife Museum
Bridge City Gumbo Festival
Cypress Swamp Tours, Inc.
de la Houssaye's Swamp Tours
Downtown on the Bayou Festival
Family Festival
Fort Jackson Historic Park
Gray Line New Orleans
Greater Mandeville Seafood Festival
Grevemberg House Museum
Hammonds Cajun Seaplane Tours
Honey Island Swamp Tours, Inc.
House of Needlework
Iberville Museum Association, Inc.
International Acadian Festival
July 3rd Fireworks & Fais Do Do
Kenner's Rivertown Museums
KONRIKO/Conrad Rice Mill
Laura Plantation
Louisiana Shrimp Festival

Louisiana Swamp Tours, LLC
LSU Museum of Natural Science
Madisonville Wooden Boat Festival
Mirliton Festival
Morgan City Swamp Gardens
Munson's World Famous Swamp Tours
National Mississippi River Museum and Aquarium
Pearl River Eco-Tours
Petit Parish Museum
Plaquemines Parish Fair & Orange Festival
Poplar Grove Plantation
River Road Museum - Norco
Robert's Cove Germanfest
Save Our Lake Dautrive
Southdown Plantation House & Terrebonne Museum
Sunshine Festival
Tangipahoa Parish Free Fair
The Atchafalaya Experience
Thibodaux Fall Festival
To Fish Charters
UCM Museum
Voodoo Charters
Westlake Family Fun and Food Festival
White Hall Plantation House
Woodland Plantation & Deep Delta Tours

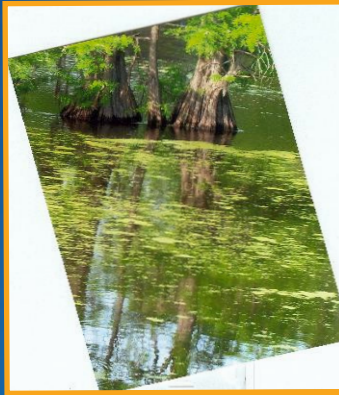


Winners of “Keep Your Eye on the Prize” Student Contest



My Fishing Spot

Luke Trahan
Our Lady Immaculate School
Jennings, LA



Bald Cypress

Sara Harwood
Simsboro High School
Simsboro, LA



A Lazy Day with Mom

Alexandra Holy
Grace King High School
Metairie, LA



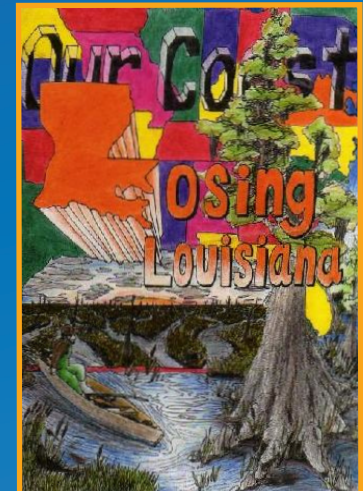
MARSHY WETLANDS

Devorah Tamar Kaufmann
Torah Academy
Metairie, LA



SERENITY

Kaitlyn Mercer
Parkview Baptist High
Baton Rouge, LA



The New View

Joshua Courteaux
Chalmette High School
Chalmette, LA

How You Can Help Save America’s WETLAND

The America’s WETLAND Foundation manages the largest, most comprehensive public education effort in Louisiana’s history to raise public awareness of the impact of the state’s wetland loss on the region, nation and world. The Foundation is supported by a growing coalition of world, national and state conservation and environmental organizations and has drawn private support from businesses that see wetlands protection as a key to economic growth.

If you would like to join the coalition of supporters of the Foundation, please contact us:

www.americaswetland.com
www.americasenergycoast.org

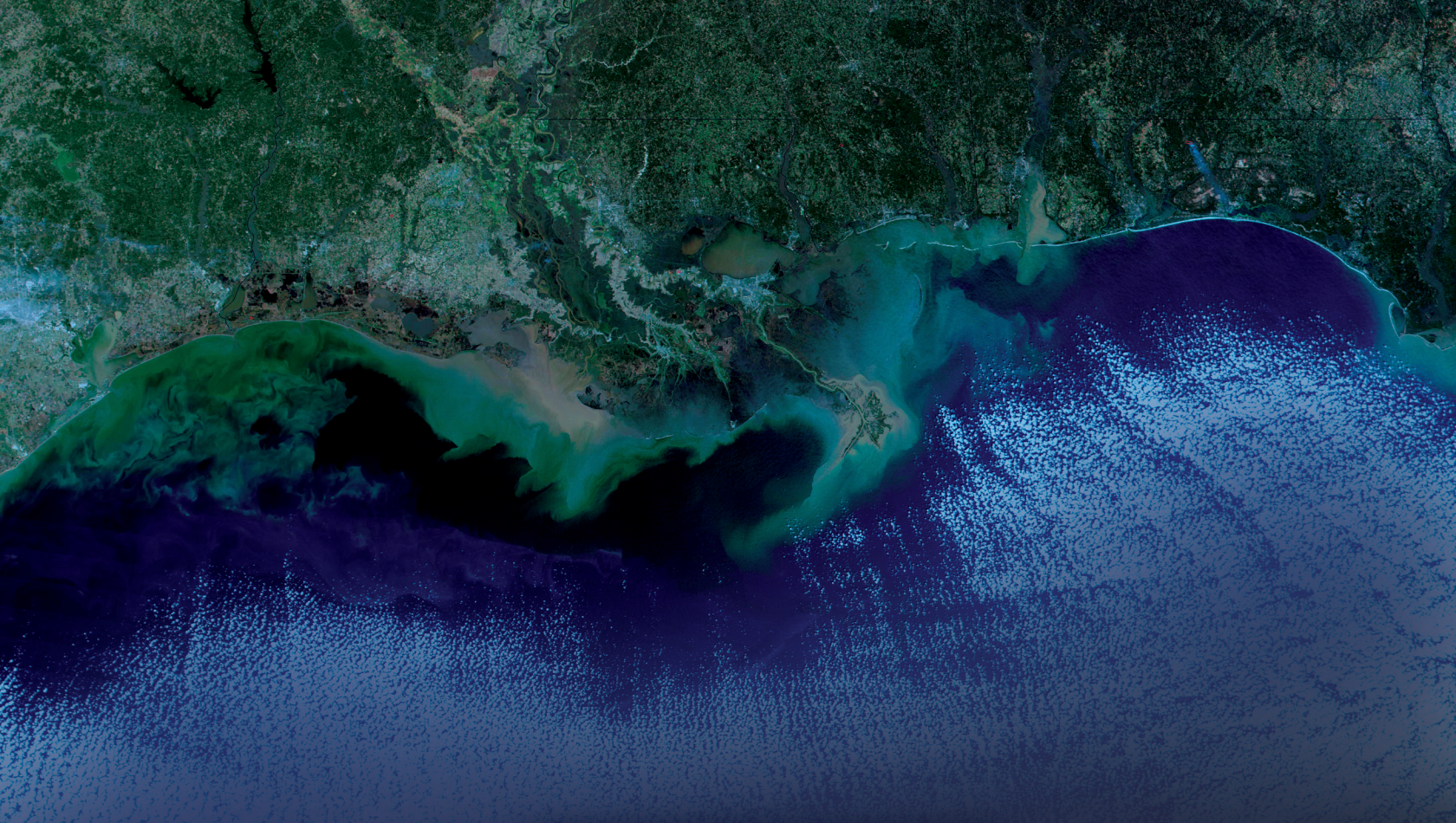
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FOUNDATION

America's WETLAND Foundation

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