



Wisconsin Land+Water Conservation Association

121 S. Pinckney Street, Suite 420 · Madison, Wisconsin 53703
(608) 441-2677 · Fax: (608) 441-2676 · wisconsinlandwater.org

THE BRAD MATSON YOUTH EDUCATION AWARD 2025 OUTSTANDING YOUTH EDUCATOR

Purpose

To recognize a Land and Water Conservation Department (LWCD) employee or supervisor (LCC) who has made significant contributions to youth education and land and water conservation in their county and possibly beyond. This award is in honor of Brad Matson and his work involving youth education and all of its programs. The Brad Matson Youth Education Award will carry on Brad's legacy which recognizes the importance of educating our youth about protecting and managing our natural resources for the next generations.

Eligibility

Nominees can be any individual who is an employee of a county LWCD or LCC member.

Guidelines

Leadership, effectiveness and the nominee's efforts to demonstrate a commitment to youth conservation education shall be important factors in judging this award. Nominations should consist of a brief description (750 words or less) of the nominee's efforts to demonstrate the following:

- Ways in which he/she is involved with Youth Education programs.
- Outstanding contributions to better public understanding, specifically youth, of natural resource conservation and the goals of the LWCD.
- Exceptional service in furthering the cause of conservation and youth education, strengthening youth conservation partnerships on behalf of the WI Land +Water Youth Education programs or county youth education programs of the LWCD.
- Other special attributes or characteristics.
- Letters of recommendation from cooperating agencies, schools and teachers are appreciated.

Procedure

PLEASE SUBMIT ENTRY AS A SINGLE PDF DOCUMENT. Entries should be submitted before December 31, 2024 to WI Land+Water, 121 S. Pinckney St., Suite 420, Madison, WI 53703 or emailed to chris@wisconsinlandwater.org. The WI Land+Water Professional Improvement Committee and Youth Ed Committee Chair will review submittals and select the winner(s) by January 17, 2025. Recognition of the State Award will be provided at the annual WI Land+Water Conference held March 5-7, 2025.

**WISCONSIN LAND+WATER CONSERVATION
BRAD MATSON YOUTH EDUCATION AWARD
2025 OUTSTANDING YOUTH EDUCATOR
NOMINATION INFORMATION**

1) Please provide the following information:

- Name, address and contact information (phone and email address, if available) of the nominee.
- Award category, county department name, title and years of service of nominee.
- Ways in which he/she is involved with the WI Land+Water Youth Education programs or County Youth Education programs
- Name, address, and contact information of the nominator.

2) Summarize your entry in five sentences or less.

3) Tell us in 500 words or less how the nominee meets the award criteria and guidelines.

