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Ms. Michelle Hillman
SVP, Group Campaign Director
The Ad Council
1203 19th Street NW
4th Floor
Washington, DC 20036

Dear Ms. Hillman:

The 2012 National Smokey Bear Awards nomination period is now open. As you know, this prestigious awards program recognizes organizations and/or individuals for outstanding service in wildfire prevention programs. These awards remind us of the hard work our employees and cooperators do to reduce the threat of human-caused wildfires. The U.S. Forest Service is proud to continue this awards program with the Ad Council and the National Association of State Foresters.

The three nomination categories are Gold, Silver, and Bronze. Award categories recognize outstanding, sustained service of at least two years with significant program impact in wildfire prevention at the national level (Gold), multi-state level (Silver), and statewide level (Bronze).

The nominations will be evaluated against specific criteria that measure the scope, program impact, partnerships, and unique qualities of each nominee. You will find the nomination form enclosed. The nomination form and other program related information are on the following web site: <http://www.smokeybear.com/awards>.

Nominations for the 2012 National Smokey Bear awards can be submitted hard copy via express mail to:

Helene Cleveland
USDA Forest Service, FAM-2SW
201 14th Street, SW, Mailstop 1107
Washington, DC 20250
Phone: (202) 205-1488; Fax: (202) 205-1272

Please include all supporting documentation and materials with your nomination package. Electronic nominations will also be accepted at email: hcleland@fs.fed.us. All nominations must be received by close of business February 17, 2012. Nomination packages must be complete, as they will be evaluated as submitted. Helene Cleveland can also answer any questions about the nomination process.



Ms. Michelle Hillman

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Thank you for your continued support of the National Smokey Bear Awards. I look forward to receiving your nominations.

Sincerely,



JAMES E. HUBBARD
Deputy Chief, State and Private Forestry

cc: Helene Cleveland, Amy Gibson-Grant

Enclosure