



Images for Conservation Fund



Larry Ditto

***Conservation Through
Nature Photography***



Images For Conservation Fund

The Pro-Tour of Nature Photography

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The Pro-Tour of Nature Photography 2006 Event: The Texas Hill Country

SPONSORS



Gallagher Headquarters



Arthur Morris/
BIRDS AS ART



BUSINESS SPONSORS

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The Loring Cook Foundation
Lower Colorado River Authority (LCRA) - www.lcra.org
The Richards Group - www.richards.com
H-E-B - www.heb.com
Alamo Forest Products
Muñoz Investment Banking Group - www.munoz-group.net
Gallagher Headquarters - www.gallagherheadquarters.com
CopyZone - www.copyzone.net
Frost Bank - www.frostbank.com
Nature Photographers Network - www.naturephotographers.net
Texas Military Institute - www.tmi-sa.org
Stowers Ranch Company - www.stowersranch.com
Plateau Land & Wildlife Management - www.plateauwildlife.com
Smith Fankhauser Voigt & Watson, PLLC
Ellis Koeneke Ramirez, LLP - www.ekrattorneys.com

INDIVIDUAL SPONSORS

Anonymous
Rachel Blancas
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Bob & Cindy Petersen
George & Claire Vaughan
Roger A. Zessin



Mission

The Images for Conservation Fund (ICF) fosters conservation of wildlife through sustainable development using the power of nature photography while integrating art, education and natural history.

Sustainable Development

ICF is committed to sustainable development of rural economies through the creation and prosperity of the Nature Photo Tourism Industry. The Pro-Tour and Legacy competitions are the catalyst for galvanizing nature photographers into a dynamic industry. The growth of the industry will vastly expand opportunities for photographers and will generate significant financial returns for communities, businesses and landowners who embrace this new industry and conserve wildlife habitat.

Wildlife Conservation

Eighty percent (80%) of North America's land is privately owned. ICF's photo competitions, programs and economic incentives encourage private landowners to restore, preserve, and enhance wildlife habitat. When society views wildlife as a valuable economic resource, landowners will work diligently to preserve wildlife habitat.

Education

ICF instructs private landowners about how they may benefit from their land's wildlife through photography, including how to create and market ideal photographic settings on their land, and teaches nature photographers about the advantages of photographing on private land. ICF also utilizes professional photographers and private lands to provide educational opportunities for children and adults to cultivate a greater appreciation for nature through photography.

Art

ICF promotes photography as a visual voice for nature. Photography offers an artistic medium to communicate the beauty and mystery of nature through the individual imagination of the creative nature photographer. Images from ICF nature photo competitions will be featured in books and exhibitions for the public's education and enjoyment.

Natural History

ICF promotes the study of plants, animals and ecology through the imagery of professional and amateur nature photographers. Images from ICF's nature photo competitions will help to chronicle the biodiversity of North America.



Executive Summary

In the past 30 years, the world's major wildlife conservation organizations have discovered that people living with wildlife must have an economic stake in preserving it. "Sustainable development" programs, especially business enterprises that associate wildlife with income benefits for the local people, are now successfully protecting wildlife habitats in developing nations. The **Images for Conservation Fund (ICF)** believes that sustainable economics for conservation are equally important for the biodiverse regions of North America.

Conservation must become more efficient from now on, and resources must be leveraged to their maximum effectiveness. As human populations increase, and countries become more affluent, the costs of protecting individual preserves or entire ecosystems through land purchase has become prohibitive. ICF can leverage the protection of more habitats for an investment of far less dollars. Nature photography offers the perfect method for generating sustainable income to protect biodiversity and benefit rural communities.

The Nature Photo Tourism Industry is the most cost-efficient method to conserve wildlife habitat:

- For example: the Texas Hill Country is approximately 20,000 square miles, nearly 13,000,000 acres.
- To protect 10% of this land through purchase would cost \$2,600,000,000 (1,300,000 acres x \$2,000 per acre), with additional costs of annual management and maintenance
- The economics of the nature photo tourism industry will make wildlife valuable to landowners. This will protect habitat and lead landowners to restore, protect, and improve the land's wildlife habitat.
- All types of wildlife and habitats will become economically valuable and "worth preserving." Revenue potential is directly tied to the prosperity and diversity of the land's wildlife.
- The industry also will create jobs: i.e. photographic site design and construction, guide services, etc.
- Rural communities (hotels, restaurants, etc.) will benefit from increased tourism

ICF has developed several catalysts to stimulate the growth of this new conservation industry:

The Pro-Tour of Nature Photography is ICF's flagship event, the world's first all-professional nature photo tournament. Photographers and landowners are paired into teams to promote conservation, create outstanding natural images and promote the nature photo tourism industry on the most beautiful and biodiverse lands of North America. The **Inaugural Event** will be held in the **Texas Hill Country in April 2006**.

Legacy Competitions are planned for each Pro-Tour destination. These tournaments are open to all landowners and photographers and will perpetuate the development and promotion of conservation.

Photo Books & Museum Exhibits will share winning images of nature with people of all ages and create long-term, widespread exposure for Pro-Tour Sponsors.

The Nature Photo Tourism Industry is the tool for the future of conservation. It leverages existing ownership of habitat through the cooperative spirit of photographers, landowners, conservation groups, corporate America, and the general public: to work together for the long-term preservation of nature. ICF has received several endorsements from leading conservation and photographic organizations. See Page 9: Endorsement Excerpts.

For more information, visit www.imagesforconservation.org or call (956) 381-1264.



The Valley Land Fund's Wildlife Photo Contest

OUR SUCCESSFUL PROTOTYPE

In 1987, John Martin, Tom Koenke, Carol Rausch and other concerned citizens of south Texas created **The Valley Land Fund (VLF)**, a non-profit organization dedicated to preserving the remaining wildlife habitat of the Rio Grande Valley. To accomplish this goal, VLF has used all the tools common to land trusts (conservation easements, etc.).

What distinguishes VLF is the use of wildlife photo competitions for fundraising, conservation and public awareness. Since 1994, The Valley Land Fund Wildlife Photo Contest has introduced hundreds of south Texas ranchers to the beauty and value of their land's wildlife, and it has inspired a generation of amateur and professional photographers to push their talents to the limit.

Each of the VLF Contests has featured an Awards Ceremony gala and commemorative coffee table book with award-winning images. It has become a local tradition in habitat conservation, artistry and education, involving photographers of all ages and skill levels. It also has become the prototype for the **Images for Conservation Fund (ICF)** and the world's first Pro-Tour of Nature Photography. In fact VLF founders John Martin, Tom Koenke, Carol Rausch are also founders of ICF.

Most importantly, the VLF Wildlife Photo Contest has inspired the nature photo tourism industry in south Texas. Landowners have discovered a valuable new source of revenue by constructing professionally planned photographic settings and day-leasing their use to wildlife photographers. So far, eight Texas ranches, representing 15,000 acres, are part of a pilot program called **South Texas Lens & Land**. With very little publicity in their first years, these ranches have attracted photographers from around the world who are eager to experience the exceptional convenience and photographic opportunities offered by these Texas ranches.

Images for Conservation Fund combines these ideas into a full-fledged industry using competitions as primary marketing tools. This concept, born in south Texas, is a model for conservation through sustainable economics, and the essence of ICF's Mission.

For More Information:

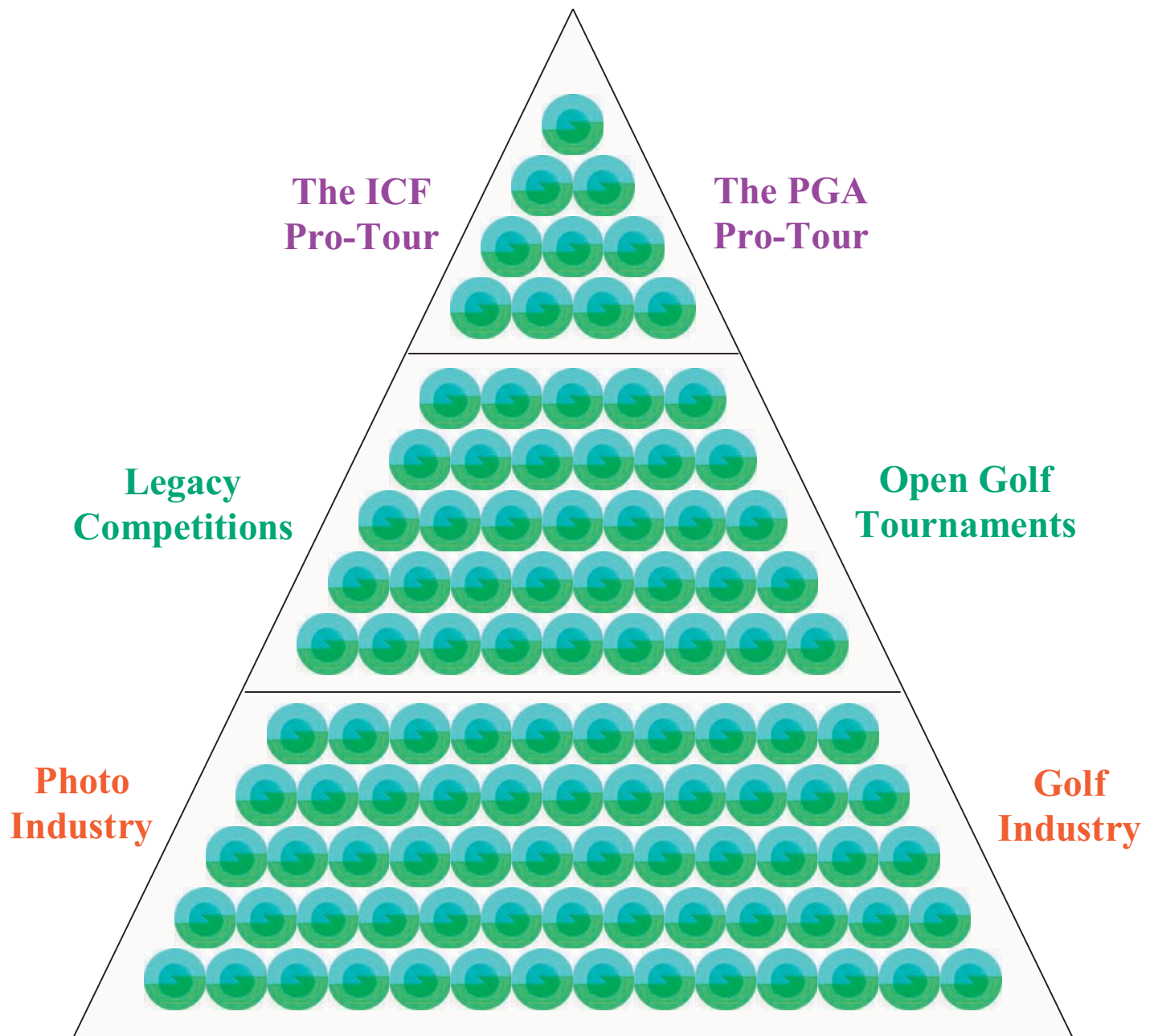
The Valley Land Fund
Images for Conservation Fund
South Texas Lens and Land

www.valleylandfund.com
www.imagesforconservation.org
www.lensandland.com



Structure for the New Industry

We are modeling the Nature Photo Tourism Industry after the Professional Golfers Association and the highly successful, \$62 billion Golf Industry. As with golf, the pinnacle event (The ICF Pro-Tour) involves only a few people but inspires many people to compete (Legacy Competitions) and many more to participate recreationally (Photo Industry).





Conservation Through Leverage

Purchasing land for conservation is the least cost-efficient method of protecting habitat. Conservation can be best achieved by leveraging existing land ownership through the development of sustainable economic incentives. Nature photography offers the most economic benefit to private landowners with the least impact on wildlife species.

The Initial Goal¹ for the Hill Country is to attract 0.8% of the 2,500,000² serious wildlife photographers, approximately 20,000 annually.

The Initial Goal¹ for Texas is to attract 4% of the 2,500,000² serious wildlife photographers, approximately 100,000 annually.

The following table shows the economic benefit to the Hill Country and Texas.

	Hill Country	Texas
Visitors: 6 days per visitor	20,000	100,000
Photo site access at \$100 per day	\$12,000,000	\$ 60,000,000
Meals & Lodging at \$100 per day	\$12,000,000	\$ 60,000,000
In-town expenditures by photographers & their families at \$25 per day	\$ 3,000,000	\$ 15,000,000
TOTAL	\$27,000,000	\$135,000,000

EXAMPLE: 500 Acres of Great Wildlife Habitat

LAND PURCHASE

- \$1,000,000 would require be raised in order to protect the same habitat through purchase this same tract of habitat.
- \$100,000 would be required annually to maintain and protect the property.

SUSTAINABLE ECONOMIC INCENTIVES

- Host 10 photographers per day at \$100 for 200 days a year brings \$200,000 of new income per year. The habitat would be protected because of sustainable economic incentives.
- Habitat protection concurrently provides jobs and economic benefits to rural communities.

ICF and the Nature Photo Tourism Industry represent the most efficient economic tools for conservation because they leverage the existing ownership.

¹ Our goals are 10-year goals.

² Based on survey estimates by the U.S. Fish & Wildlife Service, there are: 26,000,000 Americans who photograph wildlife, and 2,500,000 are Serious Wildlife Photographers, Americans who photograph wildlife for 10 days or more each year.



Pro-Tour Events

Kickoff Event

March 18, 2006

- **The Trade Show** will be focused on the corporations and organizations that provide products and services to photographers and landowners. Participating companies will include photographic equipment suppliers; computer and peripheral equipment suppliers; travel and tourism service companies; federal, state and NGO organizations that provide small business and management aid and services; and private land management consulting firms.
- **The Symposium** will be a dual-track event intended to provide educational opportunities for photographers and landowners. The Photographer Track will focus on issues pertinent to nature photographers. Topics will include wildlife photography basics; advanced techniques; species identification; digital imaging; and computer use for image processing, archiving, display and printing. The Landowner Track will focus on the issues pertinent to landowners who want to create eco-tourism businesses based in nature photography. Topics will include: establishing an eco-tourism business; building photo-blinds and settings; habitat management for biodiversity; federal, state and NGO landowner assistance; and computer essentials for landowners.
- **The Matching Dinner** is a high-profile fundraising event during which the 20 landowners will be randomly matched with the 20 professional photographers. For public interest, each of the participants will be introduced in a multimedia format that will highlight their work and accomplishments.

The Pro-Tour Competition Period

April 1-30, 2006

During this time the photographers will be on their teammates' ranches actively photographing and creating their portfolio of images. Each team's portfolio will feature 75 images, with 15 images from each of the Pro-Tour Categories: Birds, Mammals, Reptiles & Amphibians, Insects & Arachnids, and Plants & Landscapes.

The Awards Ceremony

June 2006

This is the Pro-Tour's climax event. The winning photographer-landowner teams will be announced, and prize money will be awarded. This will be a visually spectacular multimedia event, featuring photographs from each of the winning teams using an array of photography-related products and technology.

Traveling Exhibits

June 2006

Traveling exhibits will be created to feature the outstanding images from the 2006 Pro-Tour. These museum quality exhibits can be displayed in various venues such as: museums, art exhibits, industry trade shows and sponsors' lobbies.

The Commemorative Coffee Table Book

November 2006

A deluxe, full-color hardback book will be published to highlight the images, photographers, landowners and sponsors of the 2006 Pro-Tour. These books will be sold to hundreds of individuals and businesses, and donated to local schools.

The Book Dedication Party

November 2006

This will be a fundraising event celebrating a major local figure in wildlife habitat conservation.



Pro-Tour Calendar

- * **March 18** Symposium for Landowners & Photographers at Texas Military Institute (TMI)
- * **March 18** Pro-Tour Launch Party at Gallagher Headquarters
- April 1-30** Pro-Tour Competition Period
- May 15** Team Portfolios Due
- May 22-27** Judging at LCRA's Canyon of the Eagles Facility
- * **June 17** Awards Celebration at the Hangar Hotel, Fredericksburg
- * **TBA** Book Dedication Party at the Lady Bird Johnson Wildflower Center

* Event is Open to the Public

Pro-Tour Awards

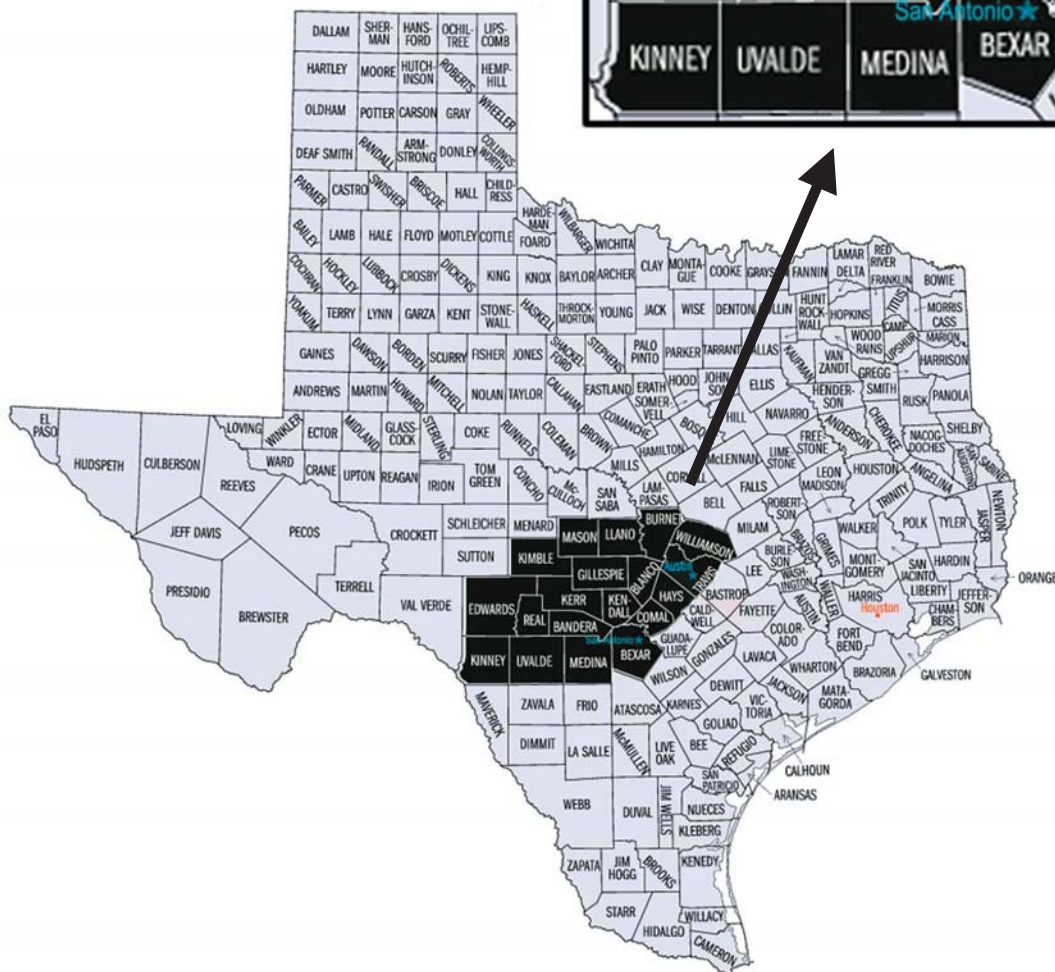
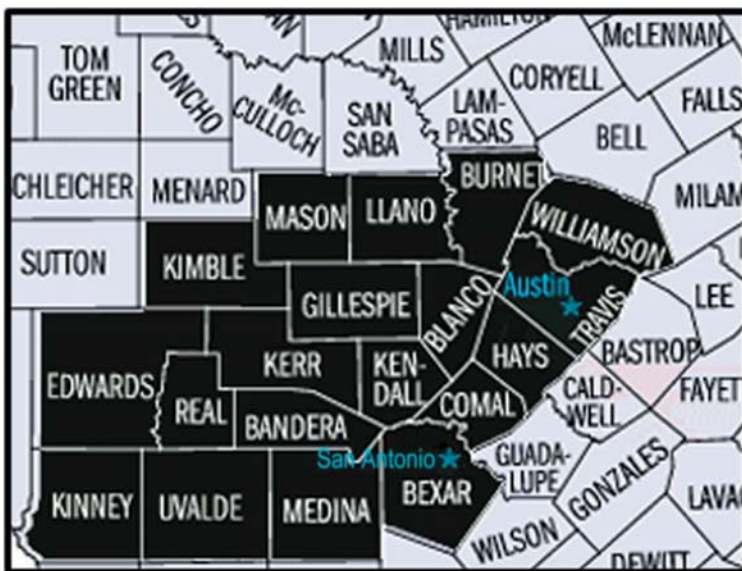
Placements & Percentages		
Team Placement (Based on points)	Cash Prize (As percentage of total payout)	Team Cash (Assuming \$200,000 total payout)
1	40.0	\$80,000
2	20.0	\$40,000
3	10.0	\$20,000
4	5.0	\$10,000
5	4.5	\$9,000
6	4.0	\$8,000
7	3.5	\$7,000
8	3.0	\$6,000
9	2.5	\$5,000
10	2.0	\$4,000
11	1.5	\$3,000
12	1.5	\$3,000
13	1.5	\$3,000
14	1.0	\$2,000
Total	100	\$200,000

Note: Winners and Team placements are determined solely by the total of aggregate points awarded by the Judges for each Team's Portfolio of up to 75 Images. ICF aims to raise and pay out a total of \$200,000 in prize money. Whether or not this goal is achieved, cash prizes shall be awarded as percentages of the total prize money raised. (See Placements and Percentages Table)



Pro-Tour Area Map

The 2006 Pro-Tour area includes the following counties of central Texas:
 Bandera, Bexar, Blanco, Burnet, Comal, Edwards, Gillespie, Hays, Kendall, Kerr, Kimble, Kinney, Llano, Mason, Medina, Real, Travis, Uvalde and Williamson.



The Pro-Tour of Nature Photography

2006 Event: The Texas Hill Country

JUDGES

ICF has carefully selected Judges for the Pro-Tour 2006. They have been chosen for their outstanding expertise and experience in the world of nature photography. ICF is honored and truly grateful that these extraordinary individuals have generously given their time and expertise to ensure a high standard of photographic achievement for the Pro-Tour 2006.



Rosamund Kidman Cox

Rosamund Kidman Cox is the former editor of *BBC Wildlife Magazine*. She was previously editor of *Wildlife Magazine* for three years, has worked as a commissioning editor of natural history books and is author of a series of children's nature books. She has been a judge and organizer of the international Wildlife Photographer of the Year competition since 1981.

Stephen B. Freligh

With more than 20 years of publishing and conservation education experience, Steve Freligh is the founder and president of the Nature's Best Foundation. NBF's mission is to inspire a greater understanding and stewardship of nature through the art of photography and through their award-winning publication, *Nature's Best*, the prestigious Nature's Best International Photography Awards ceremony, and ongoing photography exhibits at the Smithsonian National Museum of Natural History in Washington, D.C., NBF offers the public extraordinary views of nature.



Photo credit: © Greg Gorman

Art Wolfe

Washington photographer Art Wolfe is one of the most internationally acclaimed and published nature photographers of our time. He is a passionate spokesperson for conservation and serves on the advisory boards of NANPA, the Nature's Best Foundation and the Wildlife Conservation Society. Art has been published in numerous books, magazines and calendars.

The Pro-Tour of Nature Photography 2006 Event: The Texas Hill Country

PHOTOGRAPHERS

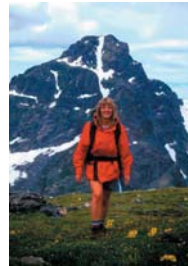
Tom Bean
Flagstaff, Arizona
www.tombean.com



John Hendrickson
Clipper Mills, California



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www.naturalexposures.com



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Bellevue, Washington
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Michael Francis
Billings, Montana

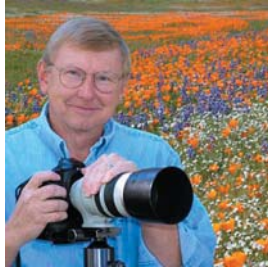


Tom Leeson
Vancouver, Washington
www.leesonphoto.com

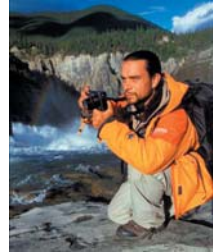
The Pro-Tour of Nature Photography 2006 Event: The Texas Hill Country

PHOTOGRAPHERS

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www.leppphoto.com



Florian Schulz
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www.visionsofthewild.com



Rolf Nussbaumer
Live Oak, Texas
www.rolfnussbaumer.com



Wendy Shattil
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www.dancingpelican.com



Lynda Richardson
Richmond, Virginia
www.lyndarichardson.com



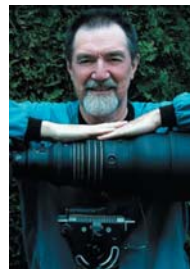
Jozsef Szentpeteri
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Bob Rozinski
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www.dancingpelican.com



Gary Vestal
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The Pro-Tour of Nature Photography 2006 Event: The Texas Hill Country

PHOTOGRAPHERS



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Denali Park, Alaska



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www.pixelchrome.com

Dave Welling
Canoga Park, California
www.agpix.com/davidwelling



Christian Ziegler
Vancouver, BC,
Canada
www.naturphoto.de








PORTRAIT	PHOTO BY
Theo Allofs	Sabine Allofs
Tom Bean	Peter Rosenthal
Daniel J. Cox	Jim Mahoney
Sean Fitzgerald	Sean Fitzgerald
Michael Francis	Gary Leppart
John Hendrickson	Kathe Hendrickson
Cathy Illg	Gordon Illg
Wolfgang Kaehler	Harold Olaf Cecil
Tom Leeson	Richard Dower
George Lepp	George Lepp

PORTRAIT	PHOTO BY
Rolf Nussbaumer	Ruth Hoyt
Lynda Richardson	Tim Wright
Bob Rozinski	Wendy Shattil
Wendy Shattil	Bob Rozinski
Jozsef Szentpeteri	Tamás Szentpéteri
Gary Vestal	Gary Vestal
Tom Walker	Tom Walker
Dave Welling	Bob Bernardo
Jeremy Woodhouse	Theo Allofs
Christian Ziegler	Alexander Lang

The Pro-Tour of Nature Photography 2006 Event: The Texas Hill Country

LANDOWNERS

<p>Bob Ayres Real County Shield Ranch www.shieldranch.com</p>	
	<p>J. David & Margaret Bamberger Blanco County Bamberger Ranch Preserve www.bambergerranch.org</p>
<p>Dayna Boren Cartwright Real County Mockingbird Canyon Ranch www.mockingbirdcanyonranch.com</p>	
	<p>David & Cynthia Castleberry Burnet County Peaceful Springs Nature Preserve</p>
<p>Kittie Nelson Ferguson Bexar, Medina, Bandera Counties KKW Game & Cattle, LLC</p>	
	<p>Kenneth Hicks Bandera, Medina Flying A Ranch www.flyingaranch.net</p>

The Pro-Tour of Nature Photography 2006 Event: The Texas Hill Country

LANDOWNERS

Robert L. Hixon
Uvalde County
Estrella Ranch



Robert Earl & Kathleen Keen
Bandera County
www.robertearlkeen.com

Chuck & Sharon Knibbe
Comal County
Knibbe Ranch
www.knibberanch.com



John H. Kothmann
Kimble County
Redcreek Ranch

Gary & Gwen Krause
Real County



David K. Langford
Kendall County
The Block Creek Natural Area

Michael A. Murphy
Travis County
Los Madrones

The Pro-Tour of Nature Photography

2006 Event: The Texas Hill Country

LANDOWNERS

	<p>Kate Northrup Bandera, Kendall, Kerr Counties Northrup Pipe Creek Ranch www.pipecreekranch.com</p>
<p>Bob & Cindy Petersen Kendall County Petersen Ranch</p>	
	<p>James & Colleen Reeves Hays County Red Corral Ranch www.redcorralranch.com</p>
<p>Richard & Josephine Smith Kerr County Stowers Ranch Company www.stowersranch.com</p>	
	<p>Richard Welch Gillespie, Kendall Counties Headwaters Ranch www.headwatersranch.com</p>
<p>Kathryn McQuown Wendlandt Uvalde County Annandale Ranch</p>	
	<p>Joye Wuest Comal County Wuest Ranch www.naturalbridgecaverns.com</p>



Sponsorship Opportunities

- I. Title Sponsorship: \$500,000 (See Sponsorship Benefits Chart)
 - II. Official Sponsors: Four at \$100,000 each. Official sponsorships are available to four corporations desiring to be exclusive industry sponsors. (See Sponsorship Benefits Chart)
 - III. Grand Prize sponsors: Businesses and individuals will be offered the sponsorships of the three grand prizes;
 - A. First \$100,000,
 - B. Second \$50,000
 - C. Third \$25,000
 1. These three sponsors have the right to name the prize level for their business, a family member, or in memory of someone.
 2. These are exclusive sponsorship opportunities.
 - IV. Portfolio Sponsorships. (See Benefits Chart) There will be up to three sponsors of portfolios 4 through 14 in the following amounts:
 - A. Portfolios 4 through 7 are \$15,000.
 - B. Portfolios 8 through 10 are \$10,000
 - C. Portfolios 11 through 14 are \$5,000
 - V. Divisions and Class sponsorships: There are five divisions (\$5,000 each) and sixty classes (\$1,000) each available for sponsorship. There will be a limit of one per area, for example: one whitetail deer sponsor in each major region (i.e. Austin, San Antonio, Hill Country). This will give some exclusivity. Each division and class sponsor will receive prints of the winning images.
- Bird Division: \$5,000
 - (25 classes, \$1,000 each)
 - Birds of Prey 1 (Eagles, Falcons, Hawks)
 - Birds of Prey 2 (Caracaras, Kites, Osprey)
 - Birds of Prey 3 (Owls & Vultures)
 - Wading Birds 1 (Cranes, Egrets, Ibis, & Storks)
 - Wading Birds 2 (Hérons & Night Herons)
 - Shorebirds (Avocets, Curlews, Godwits, Oystercatchers, Phalaropes, Plovers, Sandpipers, Stilts)
 - Water Birds 1 (Coots, Ducks, Gallinules, Geese, Grebes, Loons, Rails, Swans)
 - Water Birds 2 (Anhinga, Cormorants, Gulls, Pelicans, Skimmers, Terns)
 - Flycatchers & Kingbirds
 - Anis, Cuckoos, Roadrunners
 - Blackbirds & Jays,
 - Orioles & Tanagers
 - Hummingbirds
 - Nightjars, Swallows, Swifts
 - Quail
 - Turkey
 - Doves
 - Gnatcatchers, Kinglets
 - Nuthatches & Titmice
 - Vireos, Warblers & Wrens
 - Buntings, Cardinals,
 - Grosbeaks & Pyrrhuloxias
 - Catbirds, Mockingbirds,
 - Shrikes, Thrashers, Thrushes

- Sparrows, Finches & Towhees
- Kingfishers
- Woodpeckers
- All Other Birds: (Meadow Larks, Horned Larks, Pipits, & Waxwings)
- Mammals Division: \$5,000
- (11 classes, \$1,000 each)
 - Whitetail Deer
 - Javelina
 - Rabbits
 - Hares (Jackrabbits)
 - Wildcats
 - Coyotes & Fox
 - Badgers, Skunks & Weasels
 - Raccoons & Ringtails
 - Rodents
 - Armadillos
 - All Other Mammals (Bats, Shrews & Opossums)
- Reptiles & Amphibians Division: \$5,000
- (7 classes, \$1,000 each)
 - Tortoises & Turtles
 - Frogs & Toads
 - Lizards, Skinks, Geckos, Anoles
 - Non-venomous Snakes
 - Venomous Snakes
 - Salamanders & Sirens
 - All Other Reptiles
- Insects & Arachnids: \$5,000
- (9 classes, \$1,000 each)
 - Butterflies
 - Moths
 - Social Insects (Ants, Bees, Wasps, etc.)
 - Dragonflies & Damselflies
 - Beetles
 - Spiders
 - All Other Insects (Praying Mantis, Cockroach, Termite, Earwig, Stoneflies, Water Bug, Lacewings, True Bugs, etc.)
 - All Other Arachnids (Scorpions, Windscorpions, Vinegaroons & Ticks)
 - All Other Arthropods & Snails (Crayfish, Centipede, Millipede, Pill bugs etc.)
- Landscapes, Flowers & Plants: \$5,000
- (8 classes, \$1,000 each)
 - Flowering Plants
 - Landscapes
 - Stream Landscapes
 - Sunrise & Sunset
 - Lake & pond landscapes
 - Wetlands
 - Wildflower landscapes
 - Patterns in Nature



THE PRO-TOUR OF NATURE PHOTOGRAPHY

SPONSORSHIP BENEFITS

SPONSOR BENEFITS	\$500,000	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000	\$1,000
Title Sponsorship of the Pro-Tour Competition.	◆								
Opportunity to participate onstage at Matching Dinner or Awards Ceremony	◆	◆							
“Name” First Grand Prize of the 2006 Pro-Tour	◆	◆							
Private VIP lunch with participants prior to matching dinner	◆	◆	◆						
VIP Recognition in commemorative coffee table books (Full Page)	◆	◆	◆						
VIP recognition in major media	◆	◆	◆						
Private VIP lunch and photo opportunity with grand prizewinning Photographer/Landowner teams	◆	◆	◆	◆	◆				
Reserved table for eight at Awards Ceremony Dinner (Two tables for \$50,000 or more)	◆	◆	◆	◆	◆				
Reserved table for eight at Matching Dinner (Two tables for \$50,000 or more)	◆	◆	◆	◆	◆				
Special collector’s edition coffee table books, one per \$10,000 of Sponsorship	◆	◆	◆	◆	◆	◆			
Onstage recognition at Matching Dinner, Awards Ceremony & major Public Events	◆	◆	◆	◆	◆	◆			
Company name & logo display at Matching Dinner, Awards Ceremony, major Public Events	◆	◆	◆	◆	◆	◆	◆		
Limited commercial or personal use of image(s), one per \$5,000 of Sponsorship	◆	◆	◆	◆	◆	◆	◆		
Prints (11X16), one per \$1,000 of Sponsorship	◆	◆	◆	◆	◆	◆	◆	◆	
Recognition in commemorative coffee table books	◆	◆	◆	◆	◆	◆	◆	◆	◆
Recognition in major media	◆	◆	◆	◆	◆	◆	◆	◆	◆
Recognition in brochures and programs	◆	◆	◆	◆	◆	◆	◆	◆	◆
Recognition on ICF Website (www.imagesforconservation.org)	◆	◆	◆	◆	◆	◆	◆	◆	◆
Informative ICF Newsletter	◆	◆	◆	◆	◆	◆	◆	◆	◆

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

OCT 08 2003

Date:

IMAGES FOR CONSERVATION FUND
C/O JOHN F MARTIN
2112 W UNIVERSITY STE 801
EDINBURG, TX 78539

Employer Identification Number:
56-2375157
DLN:
17053234000003
Contact Person:
KATHY L JONES ID# 31117
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
September 30
Foundation Status Classification:
509(a)(1)
Advance Ruling Period Begins:
July 9, 2003
Advance Ruling Period Ends:
September 30, 2007
Addendum Applies:
No

Dear Applicant:

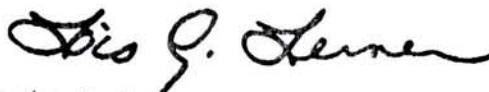
Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosure(s):
Form 872-C

Letter 1045 (DO/CG)

LEGACY *of the* CCC ~ INTRODUCTION *to* **KAYAKING**
BRAZOS RIVER BASS ~ **BALMORHEA:** *The* **GREAT OASIS**



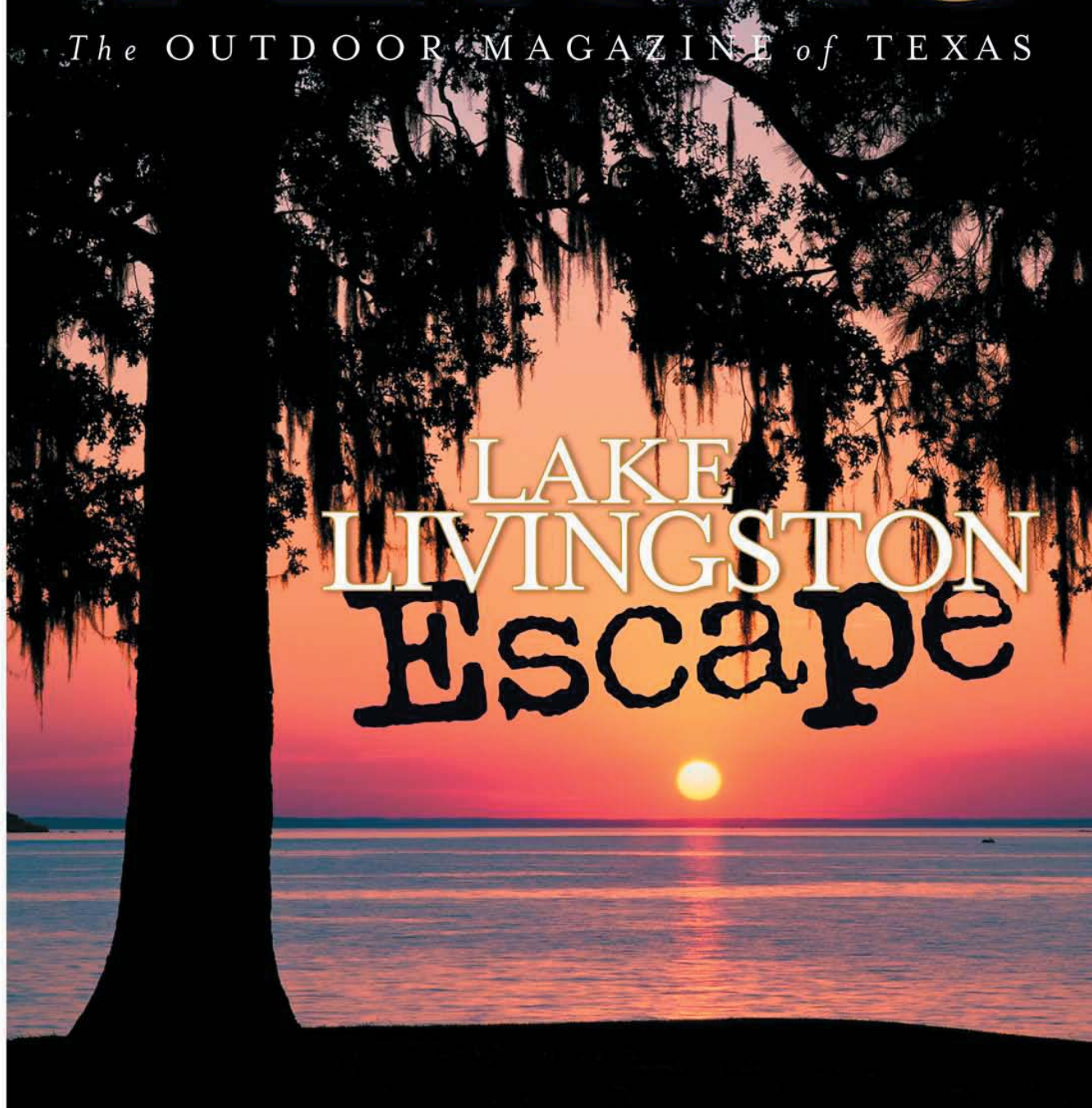
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SCOUT

NEWS AND VIEWS IN THE TEXAS OUTDOORS



PHOTOGRAPHY'S NEW PRO TOUR

A high-dollar photo contest hopes to promote the idea of "photography leases" as a new revenue stream for landowners.

Landowners with at least 500 acres of wildlife habitat in any of 19 counties in the Texas Hill Country are eligible to participate in the inaugural Pro Tour of Nature Photography. The event, scheduled for April 2006, will pair 20 renowned nature photographers with 20 private landowners in the Texas Hill Country to compete for a share of up to \$200,000 in cash. The application deadline is April 1, 2005, and landowner participants will be announced May 1.

"This is the first all-professional tournament of nature photography in the world," says John F. Martin, who founded Images for Conservation Fund to produce the event. "We

created ICF and the Pro Tour for Nature Photography to foster nature-photography tourism as a long-term income producer for private landowners, rural economies and nature photographers to help protect the wildlife of North America. Conservation and enhancement of wildlife habitat is the ultimate objective of the Pro Tour."

Martin, who lives near Edinburg, Texas, is a longtime conservationist and co-founder of the Valley Land Fund, a Rio Grande Valley land trust that has produced a biennial wildlife photo contest since 1994.


The contest is limited to landowners in the following counties: Bandera, Bexar, Blanco, Burnet, Comal, Edwards,

EAGLE PHOTO © GARY VESTAL; EGRET PHOTO © SEAN FITZGERALD

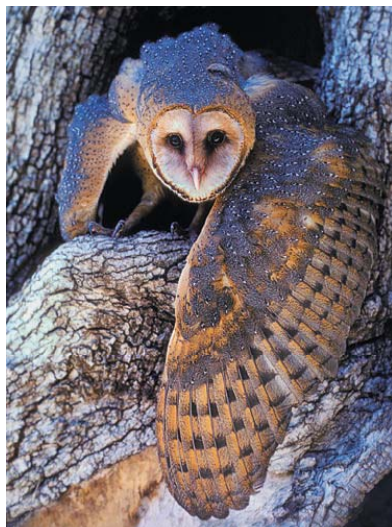
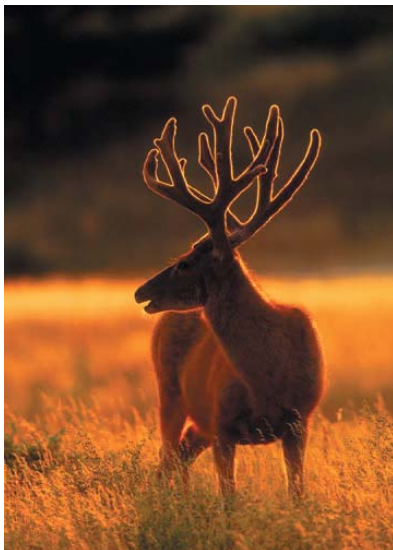
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actual size

Gillespie, Hays, Kendall, Kerr, Kimble, Kinney, Llano, Mason, Medina, Real, Travis, Uvalde and Williamson.

Landowners and photographers will be randomly matched into teams. Each photographer-landowner team will submit a 75-image portfolio to be judged by Rosamund Kidman Cox, longtime editor of *BBC Wildlife* magazine; Stephen B. Freligh, publisher and editor-in-chief of *Nature's Best* magazine; and world-famous nature photographer

Art Wolfe. Winning portfolios will win cash awards and be featured in a glossy coffee-table book and an exhibit that will travel to museums and major sponsors' locations.

According to the U.S. Fish & Wildlife Service and the Photo Marketing Association International, there are approximately 26 million Americans who photograph wildlife every year. "Through the Pro Tour of Photography, Images for Conservation Fund intends to help create a booming industry where private landowners lease top-quality wildlife photo settings on their land for a significant new stream of income," Martin says. "Lack of ways to create income from land ownership is one of the major reasons family lands are being subdivided and sold, which in turn is the primary reason for habitat destruction."

For more information, visit <www.imagesforconservation.org>. ★

ANINGA PHOTO © SEAN FITZGERALD; BUCK PHOTO © LARRY ILLG; GEESE PHOTO © JOHN HENDRICKSON; MAYFLY PHOTO © JOSEF SZENTPETERI



Endorsement Excerpts

THE CONSERVATION FUND

“Your focus on developing nature photography into a national professional and amateur recreational nature photo tourism industry is most commendable. On behalf of The Conservation Fund, I wish you much success.”

Christine Fanning, Vice President, The Conservation Fund



“Conservation International is pleased to endorse the concept and programs of ICF. In particular CI commends the Sustainable Development Program and the protection of wildlife habitat on private lands through the nature photo tourism industry, which provides a new revenue stream for landowners. Through this new industry, private landowners learn that all species have living economic value and that conservation can be good business.”

Russell A. Mittermeier, President, Conservation International



“Images for Conservation Fund’s goal of establishing a nature photography economy in the Texas Hill Country has the potential to become a major financial incentive for private landowner participation in wildlife conservation. Environmental Defense is pleased to be a partner in this visionary effort.”

Melinda Taylor, Director for Ecosystems Restoration, Environmental Defense



“The project offers a multilateral approach to achieving several positive outcomes for conservation. The Pro-Tour offers financial incentives for landowners to remain on the land, raises public awareness of the incredible diversity of native species, motivates landowners to maintain or enhance wildlife habitat, and leaves a legacy – both in habitat and in pictures – for future generations to enjoy and appreciate.”

Carter Smith, Texas State Director, The Nature Conservancy

NORTH AMERICAN NATURE PHOTOGRAPHY ASSOCIATION



“We at NANPA proudly recognize the value of the ICF Pro-Tour, which strives for long-term wildlife habitat conservation of private lands. Additionally, NANPA recognizes that opening private land to nature photographers will build and enhance our industry for many years into the future. NANPA commends this program and wishes every success for ICF and its endeavors.”

Stephen G. Maka, President, North American Nature Photographers Association



“In a state that is more than 94 percent privately owned, these efforts are critical to the future of wildlife in our state. We commend ICF for furthering the cause of nature tourism in Texas and for sharing a spotlight on the conservation efforts of private landowners.”

Robert L. Cook, Executive Director, Texas Parks & Wildlife Department



“I know you have a big project that will take a lot of work, but please know that we appreciate all that you are doing to make it happen. We look forward to seeing the Pro-Tour grow through your efforts.”

Paul L. Serff, President & CEO, Texas Tourism Industry Association



“We at Wildlife Habitat Council clearly see the value of your organization in this noble venture, and we proudly endorse the Images for Conservation Fund Pro-Tour of Nature Photography.”

Bill Howard, President, Wildlife Habitat Council



Landowner & Youth Education Programs

Introduction

The ICF Education Program presents a solid base for introducing landowners, youth and public to the benefits of nature photography and its ability to create sustainable economics for wildlife conservation.

Private Landowner Education

Many private landowners are knowledgeable about the needs of hunters, such as elevated blinds to see long distances and game feeders to attract the animals, but they have little understanding of what nature photographers need for creating great images and having a rewarding photographic experience.

ICF has created its Landowner Education program using pro photographers to educate Pro-Tour landowners on leasing to photographers. Seminars and ranch visits will be held both before and after each Pro-Tour competition. Once the Pro-Tour landowners understand these specialized needs, each of the 20 landowner-photographer teams will work together in a spirit of cooperation, learning from one another, and working toward a common goal of winning the competition. By the end of the Pro-Tour, these landowners will be well prepared to day-lease their lands to amateur and professional photographers in the Nature Photo Tourism Industry.

Youth Education

The Nature Photo Tourism Industry is vital to wildlife conservation on private lands. ICF is working to ensure the future of the industry by teaching young people and their instructors the enjoyment and education that comes from nature photography. We will do this in collaboration with one or more national youth organizations.

Texas Hill Country Book

To commemorate each Pro-Tour competition, ICF will create a coffee table book featuring the event's most outstanding images. The book also will feature a written introduction to the images of the region's plants, animals and landscapes, plus in-depth information about nature photography and its importance to understanding biodiversity. There will be 5,000 - 10,000 copies sold and distributed throughout the region and beyond. The books will be offered to schools throughout the region as an important tool for learning about ecology and biology. We would like also to create a curriculum guide to help teachers use the book. Through the books, our goal is to have an important impact on at least 10,000 students per year.



Board of Directors

John F. Martin, Chair

Retired Certified Financial Planner for A.G. Edwards & Sons. Co-founder of the Valley Land Fund (VLF), and founder of the VLF Wildlife Photo Contest. 20-year member of the University of Texas Pan American (UTPA) Foundation Board.

Connie Bransilver, Vice-Chair

Florida Nature photographer. Past President of the North American Nature Photography Association (NANPA). Former Merrill Lynch banker in London. Member of Fujifilm ProNet Talent Team. On the Smithsonian Museum of Natural History Lecture Series.

Bob Petersen, Vice-Chair & Advisory Board Chair

Retired Dell executive. 25 years in high-tech industry, including aerospace, robotics and computers. Current Texas Hill Country ranch owner (Kendall County). Avid outdoorsman and conservationist. Focused on restoring wildlife habitat in central Texas.

Carol Rausch, Secretary & Treasurer

Assistant to the President of UTPA since 1981. Masters degree in Environmental Education. Certified teacher for the Project Wild curriculum. Co-founder of the Valley Land Fund. Recipient of the University President's Excellence Award.

Katharine Armstrong

President of Katharine Armstrong Inc., a consulting firm in Austin, Texas. Former Chair of the Texas Parks & Wildlife Commission. Former member of the Central Park Conservancy (NYC). Fifth-generation Texan with family ranch. Former VP for Smith Barney.

Thomas D. Koenek

Partner and Attorney-at-law for Ellis, Koenek & Ramirez, L.L.P. in McAllen, TX. Co-founder of the Valley Land Fund in 1987. Participated in Trust for Public Land's National Land Counselor Program. Served as director of the Hidalgo County 4-H Foundation.

Edward H. Muñoz

Former President of Hoechst Celanese Advanced Materials Group. Former CEO of Ticona & Celanese Mexicana, S.A. Founder of Muñoz Investment Banking Group. Member of the UTPA Foundation Board. Avid nature photographer.

Dr. Miguel A. Nevárez

Recently retired after 23 years UTPA President. Hispanic Magazine's list of "100 Most Influential Hispanics in America." NYU doctorate in science education. Established the UTPA Foundation. Member of several international committees & councils.

Gabby Salazar, Youth Director

Guilford College student and devoted nature photographer. Youngest NANPA Infinity Foundation Scholar. "Youth Category Overall Winner" in Nature's Best International Photo Contest 2003. Co-founder of NANPA's Youth Committee.

Roberto Zambrano

Chairman of Pronatura Mexico. On the Board of Directors of CEMEX and Texas chapter of The Nature Conservancy. Member of NANPA, CONABIO, and CCA. Rancher and accomplished nature photographer dedicated to conservation in Mexico.

Roger Zessin

Founder and primary fundraiser for the Coastal Bend Wildlife Photo Contest, modeled after the Valley Land Fund Wildlife Photo Contest. Currently Senior Vice-President of Investments, A.G. Edwards & Sons.

STAFF

Sam Mason, Executive Director

Co-creator and former Assistant Director of The Valley Land Fund Wildlife Photo Contest. Manages publicity, logistics, and correspondence with photographers, landowners, sponsors and the media. Formerly did music & video production, arts promotion & office management.

Herm Wille, Corporate Sponsorship

25 years at Kraft Foods, served as Vice-President for sales & marketing. Instrumental to developing the minority group customer base. 20 years on the University of Texas-Pan American Foundation Board of Trustees.



Texas Hill Country Advisory Board

Bob Petersen, Chairman

Retired Dell executive. 25 years in high-tech industry, including aerospace, robotics and computers. Current Texas Hill Country ranch owner (Kendall County). Avid outdoorsman and conservationist. Focused on restoring wildlife habitat in central Texas.

Katharine Armstrong

President of Katharine Armstrong Inc., a consulting firm in Austin, Texas. Recent Chair of the Texas Parks & Wildlife Commission. Past member of the Central Park Conservancy (NYC). Fifth-generation Texan with family ranch. Former VP for Smith Barney.

Dayna B. Cartwright

Editor and Publisher of *Texas Hill Country TravelHost* magazine, a tourism publication. Owner of Cartwright Media Group Inc. 10 years in special project development at the *San Antonio Express-News*. Hill Country ranch owner.

David Barr Dunham

Associate Publisher and Senior Vice-President for *Texas Monthly* magazine. Immediate Past Chair and current Executive Committee member of the Texas Travel Industry Association (TTIA).

Larry A. Jones

Corporate Communications Manager for American Electric Power (AEP) of Texas. Graduate of the Brooks Institute of Photography.

Wallace Klusmann

Several positions at Texas A&M University (TAMU): Wildlife & Fisheries Specialist and Project Leader (1963-1979), Marine Program Leader (1979-1984), Professor and Head of Wildlife & Fisheries Sciences Department (1979-1985), and Professor (1985-1993). Rancher and consultant on fish, wildlife and the environment. On the Executive Committee of the Texas Wildlife Association and the Office of Rural Community Affairs (ORCA).

David K. Langford

Former CEO of the Texas Wildlife Association (TWA). Professional photographer of nature, wildlife and western images. Has testified before Congress and the Texas Legislature regarding private lands concerns, water and natural resources issues, and hunting matters. Family ranch in Texas since 1851, with cattle and hunting.

Stan Meador

Founder and General Manager of the recreational division for the X Bar Ranch Nature Retreat, his family's five-generation ranch near Eldorado, Texas. Over eight years' experience in the nature tourism industry. Vice-Chair of Texas Nature Tourism Council.

Shelly Plante

Nature Tourism Coordinator for Texas Parks & Wildlife. Works with private landowners and local communities on income diversification through nature tourism, completes Wildlife Viewing Trail maps. Worked six years as Tournament Coordinator for the Great Texas Birding Classic.

Melinda Taylor

Senior attorney and program manager of Ecosystem Restoration Program at Environmental Defense. Directs Environmental Defense's projects across the country to protect and restore nationally and regionally significant aquatic and terrestrial wildlife habitats.

Claire Vaughan

Texas ranch owner and San Antonio Committee Chair. Organizer of the Symposium, Trade Show and Matching Event.



**Images For Conservation Fund
The Pro-Tour of Nature Photography**

2112 West University Drive #801
Edinburg, TX 78539

Tel (956) 381-1264

Fax (956) 381-8422

icfprotour@aol.com

Visit us online at:
www.imagesforconservation.org