

# East Texas Conservation Expo

Chapter: Piney Wood Lakes

Presenters: Tina Crichfield, Shaila Palamand



T E X A S



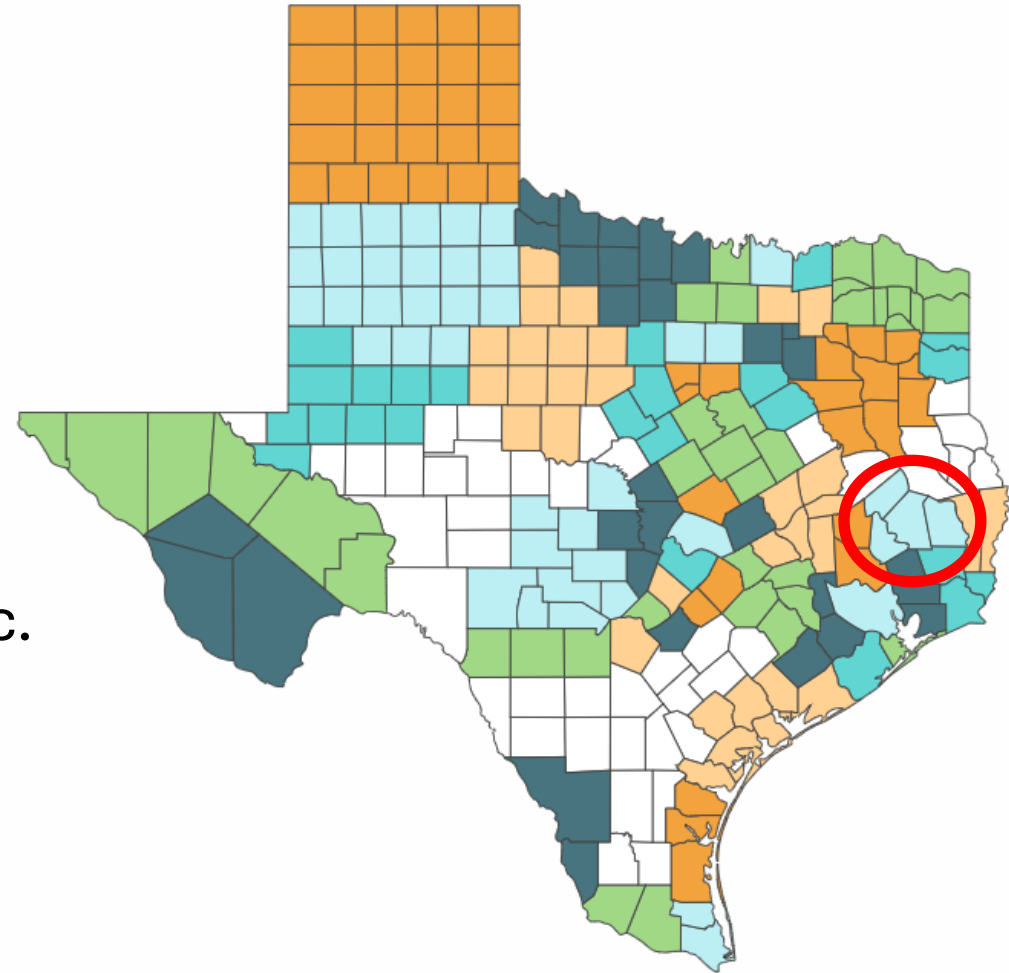
TEXAS A&M  
AGRI LIFE  
EXTENSION

TEXAS  
PARKS &  
WILDLIFE

# Background

The Piney Wood Lakes region is comprised of:

- Pine and mixed hardwood forests
- Lakes, creeks, rivers and wetlands
- Agriculture and timber
- Growing population of residents without previous land management experience, e.g. urban transplants, retirees, hobby farmers, etc.
- Generational landowners interested in exploring new, improved methods of land management



# Project Mission

To provide a forum for community members to connect with providers of agricultural, timber, water resource, wildlife management and recreation products and services, along with environmental agencies and educators, in order to learn about conservation sustainable best practices, new technology and products, innovative ideas, and available assistance for land management.

# Event Overview

Large indoor/outdoor event for the East Texas community (Polk, San Jacinto, Trinity and Tyler counties and beyond) featuring displays, demonstrations, workshops, activities, literature and other resources geared towards conservation and sustainability.

Sept. 14, 2024, 9am-6pm

Polk County Commerce Center & Pedigo Park Pavilions



**East Texas CONSERVATION EXPO**  
September 14, 2024

**PLANNED PROGRAMS:**

- ◆ Forestry & Timber Management
- ◆ Pond Management & Water Quality
- ◆ Wildlife Management
- ◆ Pasture Restoration
- ◆ Prescribed Fire
- ◆ Integrated Pest Management
- ◆ Cost Share Programs
- ◆ Conservation Agencies
- ◆ Fish Habitat
- ◆ Pollinator Protection
- ◆ Land Management Planning
- ◆ Native Planting
- ◆ Boater Education

**Booths  
Speakers  
Workshops  
Demonstrations  
Vendors**

Inside & Outside Exhibits  
**Free To The Public**

TPWD Hunter Education Course \$15

TEXAS PARKS & WILDLIFE

TEXAS A&M AGRILIFE EXTENSION

TEXAS Children's Nature Network

Partner

If you are interested in being an exhibitor, vendor or sponsor please contact Tina Crichfield at PWLTMTina@gmail.com

Presented By:

Master Naturalist  
PINEY WOOD LAKES CHAPTER

POLK COUNTY COMMERCE CENTER

# Key Principles



Free for Exhibitors

Free for Attendees



Low Cost for Chapter

Family Oriented



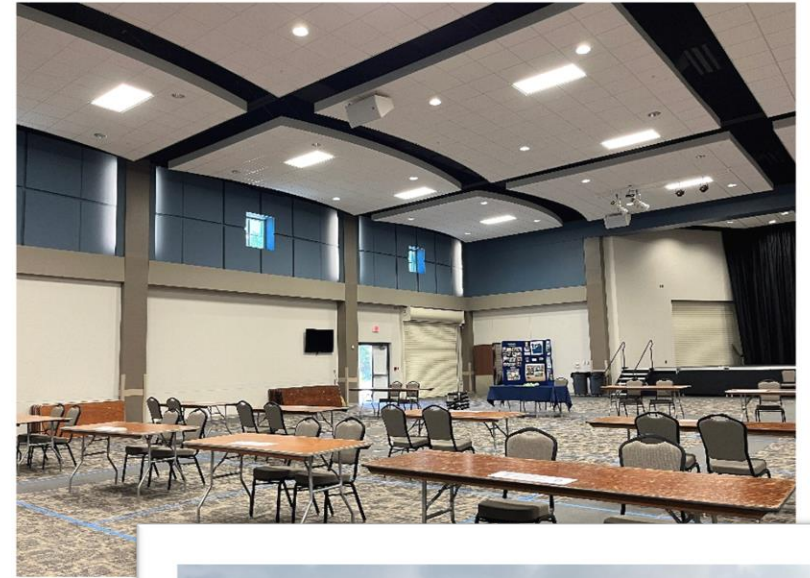
Focus on Education

Balance of Progressive  
& Traditional Themes



# Planning & Execution

- Presenter & sponsor commitment
- Large venue (indoor/outdoor)
- Layout & facility planning
- Workshop curriculum
- Logo / creative designs
- Web pages
- Promotion
- Staff t-shirts
- Fundraising raffle
- Directional signage
- Food & beverages
- Participant survey



# Results

- 40+ exhibitors/presenters
- 200+ attendees (even with minimal promotion!)
- Successful raffle event
- Strong interest in future participation from exhibitors and community
- Inquiries from other chapters about how to organize similar events
- Positive media coverage



# Exhibitor & Attendee Feedback



- Exhibitors, vendors & presenters:
  - Noted that the format and atmosphere were more conducive to networking and making contacts than other similar events
  - Were impressed by the engagement and enthusiasm of community members
- Attendees:
  - Voiced appreciation for the opportunity to connect with people who could answer their land, pond and timber questions as well as the organizations who can perform the needed work on their land
  - Expressed thanks for the “positive community event”



# Exhibitors & Presenters

1. Acorn Forestry
2. Aquatech
3. Audubon Private Lands
4. Big Thicket Biosphere Reserve
5. Bob David, Forester
6. Dark Sky Texas
7. Drone Bros.
8. Friends of Lake Livingston
9. Green Star Wetland Plant Farm
10. Happy Hookers & TPWD
11. Iron Oak Armory
12. Julie Mattox, Lone Star Land Steward
13. Lonestar Healthy Streams
14. NRCS
15. Olivia Wood - Herpetology
16. Operation Game Thief
17. Rotary Club
18. SHSU Texas Invasive Species Institute
19. Steven Ohlenburger Wood Turned Creations
20. TAM Aquatic Diagnostics Laboratory
21. TAM Forest Service
22. TAM Forest Service Water Resources
23. TAMU Aquatic Diagnostic Laboratory
24. Texan EMS
25. Texas A&M AgriLife
26. Texas Brigades
27. Texas Children in Nature
28. Texas Conservation Alliance
29. Texas Forestry Association
30. Texas Grazing Lands Coalition
31. Texas Invasive Species Institute
32. Texas Land Conservancy
33. Texas Master Naturalist
34. Texas Partnership for Forest and Water Conservation
35. Texas Water Development Board
36. Texas Wildlife Association
37. TMN Pollinator Group
38. TPWD Wildlife Biologist
39. Watson Preserve
40. Wildlife Habitat Federation
41. Xerces Society

# Workshops

Two classrooms with hourly presentations on a variety of topics:

Room A	Topic	Presenter
10:00am	Fish management strategies for pond owners	Todd Sink, TAMU Aquatic Diagnostic Laboratory
11:00am	Water quality for fisheries management – Pond stocking	Todd Sink, TAMU Aquatic Diagnostic Laboratory
12:00pm	LEAP Program – Nature Backpacks	Sarah Coles, Texas Children in Nature
1:00pm	Small Acreage Management / Wildlife Tax Valuation	Jared Schlottman, Texas Wildlife Association
2:00pm	Texas Youth Hunting Program – Youth Hunter Safety	Briana Nicklow, Texas Wildlife Association
3:00pm	Conserving Texas Habitats: Grassland Restoration in Urban and Rural Landscapes	Schlyer Rhea, Wildlife Habitat Federation
4:00pm	Integrated Pest Management	Elizabeth “Wizzie” Brown, Texas A&M AgriLife
5:00pm	Hybrid Bass Stocking Program – Lake Livingston	Michael Bischoff, Happy Hookers & TPWD

Room B	Topic	Presenter
10:00am	Aquatic Vegetation Identification/Management	Brittany Chesser, TAMU Aquatic Diagnostic Laboratory
11:00am	Audubon Conservation Ranching	Anita Gilson, Audubon Private Lands
12:00pm	Invasive insects and plants/management	Ashley Morgan-Olvera, Texas Invasive Species Institute
1:00pm	From Dairy to Prairie	Julie Mattox – Lone Star Land Steward
2:00pm	Sustainable Silvicultural Practices, and Prescribed Fire and Wildfire Response	Caleb Bryant and Jacob Reeves, TAM Forest Service
3:00pm	Water quality BMPs, forest watershed function	Julia Schmidt, TAM Forest Service Water Resources
4:00pm	Landowner Timber Management	Bob David, Forester

# Learnings / Future Improvements

- Additional promotion
- More structured participants registration process
- Sponsorship packages
- Media kit
- More food & beverage options
- Earlier procurement of raffle items
- Revised event duration
- Repeated workshops

# Next Steps

- **Thanks** to our participants and partners!
- Plan next year's event (October 4, 2025)
- Assist other chapters interested in holding similar events



# Resources / More Info

- PWL Website

- Main landing page for event:  
<https://txmn.org/pineywoodlakes/east-texas-conservation-expo/>
- Additional visitor info, workshop schedule & FAQs:  
<https://txmn.org/pineywoodlakes/east-texas-conservation-expo-visitor-info/>
- Speaker bios & presentation summaries:  
<https://txmn.org/pineywoodlakes/east-texas-conservation-expo-speaker-info/>

- Contact

- Tina Crichfield: [pwltmntina@gmail.com](mailto:pwltmntina@gmail.com)

