**SHELLY PLANTE**
**Nature Tourism Manager, Texas Parks and Wildlife Department**
**shelly.plante@tpwd.texas.gov; 512-389-4500**

## ACADEMIC/PROFESSIONAL BACKGROUND

Educational Background

| *Degree* | *Year* | *University* | *Major* | *Thesis* |
|---|---|---|---|---|
| B.A. | 1997 | University of Texas at Austin | Geography/Plan II<br>*Minor:* Spanish | Kemp's Ridley Sea Turtle Conservation |
| M.A.G. | 2007 | Texas State University | Geography<br>*Minor:* Nature and Heritage Tourism | Analysis of the Tourism Value of Bat-viewing in Texas: An Economic and Interpretive Study |

Relevant Professional Experience

| *Position* | *Entity* | *Dates* |
|---|---|---|
| Adjunct Lecturer<br>- Planning and Development of Nature and Heritage Tourism | Texas State University | August 2013-present |
| Nature Tourism Manager<br>- Great Texas Wildlife Trails<br>- Great Texas Birding Classic<br>- Texas Paddling Trails Program<br>- Texas Pollinator BioBlitz<br>- Nature tourism development for communities and landowners<br>- Nature tourism marketing, promotion, project development | Texas Parks and Wildlife Dept. | May 2004-present |
| Birding Classic Tournament Coordinator | Texas Parks and Wildlife Dept. | Sept. 1998-May 2004 |
| Conservation Assistant | Gladys Porter Zoo, Sea Turtle Conservation - Kemp's Ridley Project | April-July 1998 |
| Birding Classic Special Projects Manager; Wild Bird Trunk Coordinator | Texas Partners in Flight and Texas Parks and Wildlife Dept. | April 1997-March 1998 |

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Professional Boards and Committees

- Engagement and Education and Wildlife Diversity and Conservation Funding Committees Joint Working Group, Association of Fish and Wildlife Agencies
  - Co-Chair: 2019-present
- Wildlife Viewing and Nature Tourism Working Group, Association of Fish and Wildlife Agencies
  - Chair: 2017-present
  - Member: 2010-present
  - Planning Team Member: 2010
- Bird City Texas Steering Committee
  - Member, 2017-2022
- TPWD Texas Alliance for America's Fish and Wildlife Task Force
  - Member: 2017
- Texas Children in Nature Steering Committee
  - Member: 2016-2022
  - OLE! (Outdoor Learning Environment) Texas Communications Team: 2017-2019
- TPWD Employee Diversity and Inclusion Advisory Committee
  - Member: 2015-2017
- Texas Nature Tourism Council Steering Committee Member (Texas Travel Industry Association)
  - Member: 2003-2013 (council dissolved in 2013)
- Images for Conservation Fund Pro-Tour of Nature Photography
  - Advisory Board Member, Symposium Chair & Awards Co-Chair, 2006-2008
- Texas Travel Alliance (previously Texas Travel Industry Association)
  - Member: 1999-present
- Texas Festival and Events Association/International Festivals and Events Association
  - Member: 1999-2004

Professional Publications

- Sinkular, E.N., Dayer, A.A., Barnes, J.C., Pototsky, P.C., Plante, S.D., Jennings, K.K., & Chaves, W.A. 2022. National and Regional Results from the Wildlife Viewer Survey: Enhancing Relevancy and Engaging Support from a Broader Constituency. Virginia Tech. http://hdl.handle.net/10919/111539

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## PUBLIC SPEAKING AND TRAINING EXPERIENCE

Invited Talks, Lectures, and Presentations

Twenty-eight years' experience in public presentations at local, national, and international conferences on the following topics:

- Current Wildlife Viewer survey data and recommendations for action
- Nature and heritage tourism development
- Marketing local businesses and communities through nature tourism
- Economics of birding
- Community development through nature tourism: a How-to Guide
- Reconnecting local communities with natural resources for conservation and economics
- Income diversification through nature tourism for private landowners
- Development of wildlife and birding trails or canoeing and kayaking trails
- Exploring the Great Texas Wildlife Trails and the watchable wildlife of Texas
- Overview of nature tourism programs at Texas Parks and Wildlife Department
- Event management: Great Texas Birding Classic; Texas Pollinator BioBlitz

Conference speaking engagements include presentations for the following organizations:

- ANGADI National Meeting (organization of landowners in Mexico)
- Arkansas Nature of Agritourism Conference
- Bird Conservation Through Education: A National Gathering
- International Ecotourism Society Conference
- Southeast Partners in Flight Annual Meeting
- Texas Leadership Institute (Texas Center for Rural Entrepreneurship)
- Texas Master Naturalist Annual Meeting
- Texas Travel Industry Association's Annual Summit
- Texas Trails and Active Transportation Conference
- Texas State University Wildlife Society Student Chapter
- UT Quest (Opportunities for Learning)
- Watchable Wildlife Annual Conference
- Wildlife Viewing and Nature Tourism Training Academy (Association of Fish and Wildlife Agencies)
- Wildlife Viewing and Nature Tourism Working Group Workshop (AFWA)
- Texas-based landowner workshops
- Audubon, outdoor club, canoe/kayak club presentations
- Community development seminars

Consultancies:

Office of the Governor Economic Development and Tourism Community Assessment Team member – Canadian, Texas, 2009; Fairfield, 2014; Goldthwaite, 2016; Sabine County, 2016; Jasper, 2017; Blanco, 2017; Palestine, 2018; Gonzales, 2019; Vernon, 2022; Bandera, 2023; Columbus, 2023, Ennis, 2024

Texas Historical Commission Main Street Community Resource Assessment Team member – Sinton, Texas, April 2005

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Professional Development and Training

- Microsoft Forms Training, TPWD: August 18, 2022
- SharePoint Training, TPWD: November 16-17, 2016
- Training and Organizational Development: Successful First Line Management Program, TPWD training: February 2-6, 2015
- Training and Organizational Development: Human Resources What's What and How To (8 hours), TPWD training: January 28, 2015
- Training and Organizational Development: Coaching & Counseling (10 hours), TPWD training: August 19-20, 2014
- Performance Management & Annual Appraisals: Making Annual Appraisals Value Added, TPWD training: July 25, 2014
- Teams that Work: Leading Effective Teams, Mindleaders training; online: August 24, 2011
- Communicating with Power: Resolving Conflict, Mindleaders training; online: August 21, 2011
- The TORE™ Model of Thematic Interpretation Workshop, presented by Sam H. Ham, Ph.D., of the University of Idaho; Austin, Texas: March 6-8, 2007
- Project Management Workshop, presented by Bob Novello with the UT Professional Development Center; Austin, Texas: August 6-7, 2003
- Ten Keys to Sponsorship Success and Sponsorship Basics workshops, presented by Texas Festivals and Events Association; League City, Texas: July 12-13, 2002
- How to Increase Sponsorship, Make More Money and Improve Your Event!, presented by Texas Festivals and Events Association; San Antonio, Texas: October 15, 1999
- Workshop on Fundraising and Grant Writing, presented at McKinney Roughs by Travis Audubon Society; Austin, Texas: July 24, 1999
- Grant Writing Workshop, presented at Texas Parks & Wildlife Department; Austin, Texas: Nov. 20 & Dec. 4, 1998
- Tumor Research on Sea Turtles in Mexico (Centro Mexicano de la Tortuga-Mazunte, Oaxaca and Instituto Nacional de la Pesca), presented by Cuauhtemoc Peñaflores; Rancho Nuevo, Tamps. Mexico: May 8, 1998
- Standardization of Methods, Terms and Definitions Used with Sea Turtles in Mexico, presented by Laura Sartí; Rancho Nuevo, Tamps. Mexico: April 14-16, 1998