

## CORPORATE AWARD

The ESA Corporate Award recognizes a corporation, business, program, or individual employee of a company for accomplishments in incorporating sound ecological concepts in planning and practices. It rotates among several categories of possible corporate actions. The 1994 ESA Corporate Award is in the area of Environmental Education and is awarded to Toyota's Appreciation Program for Excellence to Science Teachers Reaching Youth, or TAPESTRY.

Run in collaboration with the National Science Teachers Association, TAPESTRY awards grants of up to \$10,000 each to secondary science teachers across the nation. Awards are divided between two categories:

physical science and environmental science. Now in its fifth year, the program has contributed \$1.2 million to 144 teams of teachers.

As someone who works with K-12 classroom teachers, I've seen firsthand the positive impact of direct funding for teachers. Nothing motivates teachers and students like a meaningful hands-on scientific project. The 1993 TAPESTRY awards in Environmental Education included a project with the US Forest Service to establish long-range study sites following a fire in California's Cleveland National Forest, an ethnobotany program for Navajo students in New Mexico, a biodiversity project in Texas, a sustainable agriculture program in Michigan, and an urban forestry program in Philadelphia. In each case, students used ecological

methods to study and solve genuine problems.

In addition to funding the projects, the National Science Teachers Association and Toyota work to bring these ideas to the attention of other teachers. Through publications and regional and national conferences, TAPESTRY award recipients are sharing their ideas and inspiring others.

### Corporate Award Subcommittee:

Valerie Chase (Chair)  
Gary Barrett  
Ingrid Burke  
Mary Kentula  
Robert Pastorok  
Garth Redfield  
Karen Hollweg



### Toyota TAPESTRY Program

William A. Plourde, Jr., Group Vice President and General Counsel for Toyota Motor Sales USA (left), Jack Padalino, National Science Teachers Association representative (center), and Jerry Franklin, ESA President (right).