

Oregon Travel Experience and the Oregon Heritage Tree Program  
MAYNARD C. DRAWSON MEMORIAL AWARD  
Nomination introduction and summary

Maynard Charles Drawson (1925 – 2012) is considered the founder of Oregon’s official statewide heritage tree program. Founded in 1995 the Oregon Heritage Tree Program is administered by the Travel Information Council (TIC). The program was adopted when Drawson contacted the agency’s governing council urging them to assume responsibility for a uniquely Oregon heritage program.

The Travel Information Council and the Oregon Heritage Tree Committee have established an award in Drawson’s name. The award honors individuals (or groups) who have championed Oregon’s trees with the same fervor and success as Maynard “The Tree Man” Drawson.

Maynard Drawson’s Story:

A native Oregonian and Portlander, Drawson chose to follow his father’s professional footsteps as a barber. The young Drawson settled in Salem and followed his social and exploratory nature by embracing the great Oregon outdoors. His personal roster of friendships included professional business people, legislators and other naturalists and historians. An avid fisherman and outdoorsman as well as history-buff and writer, he authored a five-volume series entitled “Treasures of the Oregon Country.”

Drawson’s natural tendencies towards exploration led him deeper into Oregon’s wild where he connected with other “big tree” aficionados. His hiking trips into Oregon’s deep forests culminated in several big tree nominations to (and their acceptance into) the National Big Tree Registry.

As Drawson’s relationship with trees and tree preservation matured, he collaborated with state and federal officials to conserve a special group of Douglas and western hemlock trees. The Polk County preserve was named “Valley of the Giants”—and stands as a magnificent lasting reminder of the old growth timber that once adorned the Oregon Coast Range.

Drawson’s affection for Oregon’s trees led to further inspiration—he imagined a statewide heritage program that would weave historic events, places, and people together—connecting Oregonians to their much loved and significant trees.

After pitching his idea to several state agencies, Drawson’s enthusiasm and perseverance were rewarded when the Travel Information Council agreed to implement a public statewide program. The Council delegated program management to its semi-independent state agency and modeled the criteria on TIC’s Oregon Historical Marker Program.

The nomination application and instructions are included in the attached pages.

**MAYNARD DRAWSON MEMORIAL AWARD  
NOMINATION FORM**

**NOMINEE INFORMATION**

Nominee's Name:

Date Submitted:

Organization (if applicable):

Address:

City, State, Zip:

Telephone number(s):

Email address:

Website:

**NOMINATOR INFORMATION**

Name:

Mailing address:

City: State: Zip:

Phone:

Email:

Please attach any supporting material about the nominee or group, such as photos, news articles, etc. in addition to the nomination narrative. (See nomination instructions for directions)

## **NOMINATION INSTRUCTIONS**

To nominate a person or group for this award, please complete the attached form. (Attach extra sheets as necessary to answer the questions fully.) **Application deadline is the third Friday in January.** Award designees will be notified in March and recognized at a statewide dedication ceremony held during Arbor Week (the first full week in April) each year. Your completed nomination form may be sent to:

Oregon Heritage Tree Program  
Travel Information Council  
1500 Liberty St SE, Ste. 150  
Salem, OR 97302  
503-378-4508 or 800-574-9397  
[anniev@oregontic.com](mailto:anniev@oregontic.com)

## **CRITERIA**

- A. For exceptional efforts in promoting the appreciation of trees in Oregon
- B. For a sustained commitment to educating the public about the value of heritage trees
- C. For exceptional, meritorious and extraordinary work over an extended period.
- D. Existing Heritage Tree Committee Members are not eligible for this award.

## **NOMINATION NARRATIVE**

Keeping in mind the award criteria listed above, describe why this person or group should receive the Maynard Dawson Memorial Award. The nomination's narrative should address the following:

- Describe the nature and scope of activities the nominee (or group) has participated in to promote heritage trees, and the nominee's role in those activities.
- Outline how the nominee's (or group's) activities have demonstrated a commitment to promoting heritage trees in Oregon.
- Evaluate how the nominee's (or group's) efforts are exemplarily and go beyond the normal call-of-duty.

## **SUPPORTING MATERIAL**

Supporting material is encouraged for submission with the cover sheet and nomination information. Such material should establish the merits of the person or group being nominated. Types of material to support the nomination could include:

Samples and/or photographs of the nominee's work, the resume or vitae, photographs (digital preferred) showing the nominee, letters of critical testimony or support.