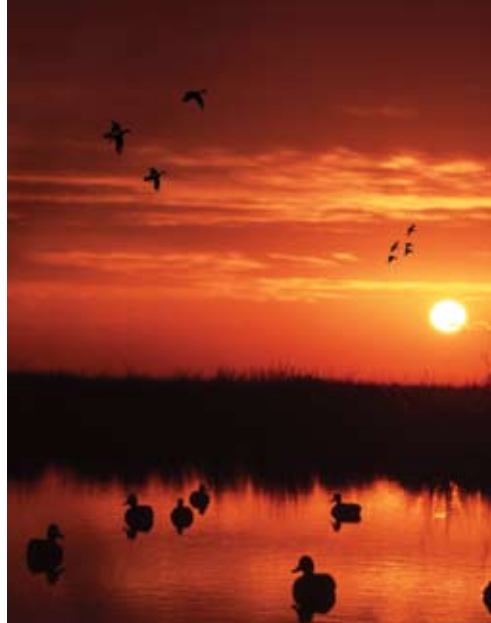


LEADERSHIP

MONTE HURLEY

Creole Nature Trail All-American Road

LOUISIANA



2 0 0 7 S C E N I C B Y W A Y A W A R D W I N N E R f o r L E A D E R S H I P

Southwest Louisiana’s bayous and marshland along the Gulf of Mexico include critically important natural and historic resources. Protecting these wilderness treasures comes with many challenges. A dedicated group of community volunteers and staff of State and Federal agencies have worked together to create a nature trail that goes far beyond the general “eco-tourism” term to meet these challenges. Today, the Creole Nature Trail All-American Road has become major national tourist attraction as well as a laudable conservation project.



DEDICATION TO ACTION

Monte Hurley stands at the heart of this effort to simultaneously protect and promote the Creole Nature Trail. He has lived and breathed the Creole Nature Trail All-American Road for more than 30 years, beginning when its designation was only a dream for this locally and

nationally significant place. Mr. Hurley’s foresight and perseverance, as well as his contribution of countless volunteer hours, make him truly deserving of the first Scenic Byway Leadership Award.

SUCCESS THROUGH PARTNERSHIPS

Mr. Hurley became involved with the Creole Nature Trail even before it was designated as a trail in 1975. He has remained active over the years, through its designation as a State scenic byway, a National Scenic Byway, and an All-American Road. As the chairman of the Creole Nature Trail District from 1995 to the present, he is responsible for creating and working to implement many of the relationships and partnerships that benefit not only the trail, but also the communities it includes.

INNOVATION IN THE FACE OF DISASTER

After years of volunteering for trail and byway activities, Mr. Hurley had already established a long list of accomplishments when he demonstrated strong leadership in the wake of Hurricane Rita in

2005. He made visits to Congress to ensure a consistent and correct message about recovery of the resources. He led the effort to ensure clean-up after the storm. He also led the effort to renew the idea of constructing a national learning center designed to study and interpret the impact of natural forces on land and people.

In his letter of support for Mr. Hurley’s nomination for this award, Lt. Governor Mitch Landrieu said, “Monte showed exceptional leadership in the aftermath of Hurricane Rita when he worked with the Creole Nature Trail Board members, neighboring wildlife refuges, the Louisiana Department of Transportation and Development, and the Federal Highway Administration [National] Scenic Byways program to implement recovery plans.... Through these relationships, Monte and many others have been diligently working to create a National Hurricane and Science Center that will focus on the forces of nature and how they affect each and every one of us.”

COMBINATION OF WINNING ELEMENTS

Monte Hurley is truly an incredible example of strong, committed leadership that takes action to find solutions. There is no doubt that Southwest Louisiana, the byway community, and the nation, have benefited from his volunteer commitment.

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Sharing Success and Honoring Excellence