

THE SECRETARY OF THE INTERIOR  
Washington

ORDER NO. 3236, Amendment No. 2 *Amended Material Italicized*

SIGNATURE DATE: September 30, 2004

**Subject:** Take Pride in America Program

Sec. 1 **Purpose.** This Order reactivates the Department of the Interior (DOI) Take Pride in America Program (TPIA Program).

Sec. 2 **Authority.** This Order is issued under the authority of Section 2 of Reorganization Plan No. 3 of 1950, as amended (64 Stat. 1262). The TPIA Program is authorized by 16 U.S.C. ' 4601, et seq.

Sec. 3 **Program Purposes.** The TPIA Program is a DOI program that encourages public involvement in the conservation of and appreciation for America's public lands. Its purposes are to:

a. Establish and maintain a public awareness campaign in cooperation with public and private organizations and individuals to:

(1) instill in the public the importance of the appropriate use of, and appreciation for Federal, State, and local lands, facilities, and natural and cultural resources;

(2) encourage an attitude of stewardship and responsibility toward these lands, facilities, and resources; and

(3) encourage individuals, organizations, and communities to care for these lands, facilities, and resources through the use of a conservation ethic.

b. Conduct a national awards program to honor those individuals and entities which, in the opinion of the Secretary of the Interior, have distinguished themselves in the activities described in paragraph a. above.

Sec. 4 **Program Implementation.** The TPIA Program is administered by DOI in partnership with the public and private sectors. The Office of the Secretary will have broad oversight of the program functions and be responsible for:

a. Developing guidelines and criteria for a national awards program;

b. Administering the ATake Pride in America@ slogan and logo;

c. Accepting donations and gifts, including money and property to facilitate the purposes of the program consistent with 16 U.S.C. ' 4602; and

d. Recruiting and training volunteers to assist with the program consistent with 16 U.S.C. ' 4604.

Sec. 5 **Coordination.** Each bureau will assign a Coordinator to implement the TPIA Program at the bureau level.

Sec. 6 **Administration.** The Assistant Secretary - Policy, Management and Budget is responsible for effecting the transfer of personnel, funds, and property necessary to implement the provisions of this Order.

Sec. 7 **Delegation of Authority.** Consistent with 16 U.S.C. ' 4206, et seq., authority to carry out the TPIA Program may be delegated.

Sec. 8 **Expiration Date.** This Order is effective immediately. It will remain in effect until its provisions are converted to the Departmental Manual or until it is amended, superseded or revoked, whichever occurs first. In the absence of any of the foregoing actions, the provisions of this Order will terminate and be considered obsolete on *October 1, 2006*.

/s/ Gale A. Norton  
Secretary of the Interior

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Replaces SO#3236A1 10/1/02

Replaces SO#3236 12/10/01