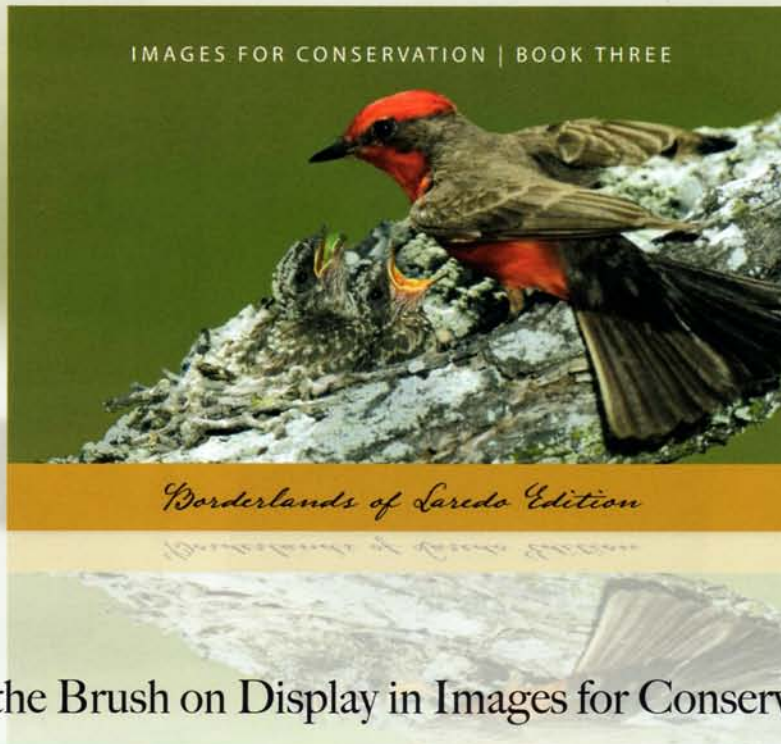


Borderlands of Laredo— Texas Edition



Gracing the cover of *Images for Conservation: Book Three – Borderlands of Laredo, Texas Edition* is a photo of a male Vermilion Flycatcher and its young taken by Rolf Nussbaumer on the Los Lazos Ranch. The photographer/landowner team was the Grand Prize winner in the Images for Conservation Fund's Pro-Tour of Nature Photography.

(Hardcover – 192 pages.
Order at
www.imagesforconservation.org.)

Bounty of the Brush on Display in Images for Conservation's Third Book

article by Mary O. Parker

photos from *Borderlands of Laredo, Texas Edition*, used with permission from John Martin/ICF

The challenge? Spend 30 days just north of the Mexican border, in harsh mesquite and cactus badlands, capturing the intense bounty of the brush through the lens of your camera. Compete against 19 other world-class wildlife photographers from throughout North America and Europe who also have their eyes on \$180,000 in prize money. The ultimate challenge? Win the 2010 Images for Conservation Pro-Tour.

Turn to any of the full-color photos within *Images for Conservation: Book Three*

– *Borderlands of Laredo, Texas Edition*, and you'll see how seriously each Pro-Tour participant took these challenges.

Nearly 300 breathtaking images imbue *Borderlands* with texture and vivacity – be it big, small, thorned, fanged, tusked, musked, scaled, winged or petaled. These pages will rouse you into this rugged place, truly our last frontier.

Twenty amazing 2010 Pro-Tour teams resulted when the professional photographers were paired with the *frontera* ranches. These dream teams split prize

money equally and landowners stood to gain just as much as photographers. That is the whole idea behind the Pro-Tour's concept, says Images for Conservation Founder John Martin. "We're dedicated to the conservation of private lands through the economically sustainable business of nature photography," he explains.

This marked the 3rd bi-annual Pro-Tour in Texas and the first time Images for Conservation has granted the William Henry Jackson Award™ to a landowner-



photographer team. This grand prize pays homage to the famous 19th-century photographer whose work sparked interest in conserving millions of acres of American wilderness for future generations, including Yellowstone National Park.

This year's winning team fed that fire with images from Los Lazos, the Webb County ranch owned by Nick Benavides and photographed by the Swiss-born, Texas-based Rolf Nussbaumer. Nussbaumer has received first place in each of the three Pro-Tours and his striking images begin your *Borderlands*' journey.

Images for Conservation: Book Three - Borderlands of Laredo, Texas Edition was released on Saturday, October 23, on the banks of the Rio Grande at IBC Bank's Lago del Rio. IBC Bank hosted the Laredo event in honor of Renato Ramirez, an ardent supporter of Images for Conservation.

"Past books were dedicated to Lady Bird Johnson and TWA Vice President Emeritus David K. Langford. Honoring Renato continues with our tradition of honoring those who are highly deserving," Martin said. "He's been one of our biggest advocates ever since our concept first grabbed hold of his imagination."

Ramirez and his wife, Patricia, won second place with their ranch 'El Veleno' thanks to Wyoming photographer Dale

Franz. "I just really believe in this," Ramirez said as he accepted the book dedicated in his honor. "My land ethic was strong before, but getting involved with Images for Conservation has helped me strengthen it. Helping preserve the land and its life really helps us all in the end, you know?"

Borderlands focuses on the photos, but also includes short biographies of the photographers and brief histories of the ranches. Additional text includes a foreword by Carter P. Smith, Executive Director of TPWD, an introduction by Martin, and a dedication to Ramirez. If finding a great gift for wildlife lovers is often one of your biggest challenges, consider that challenge easily met with this book. 🌍

Black-tailed Jackrabbit/Rancho Salteador



Photo by Jeff Parker

Black-bellied Whistling-Duck/Shape Ranch



Photo by Todd Steele

Javelinas/Rancho Ramirez "El Veleno"



Photo by D. Robert Franz

Texas Horned Lizard with Soldier Beetle/Pozo Bueno



Photo by Laura Crawford Williams

White-tailed Deer/San Pablito Ranch



Photo by Jasper Doest

Pitaya/Temple Ranch



Photo by Tom Ulrich

