



Joe Starinchak

Joe Starinchak has been working as the U.S. Fish and Wildlife Service's national Outreach Coordinator since 2000. Not being your typical bureaucrat, he has a biological, marketing, public policy, organizational development and systems background and has worked for two state fish and wildlife agencies, two federal resource agencies, the National Audubon Society, the trade association for the recreational fishing industry, and The Wildlife Society. This nontraditional background and diverse work experience give him a very unique perspective on restoration and

conservation. Through leadership, he has facilitated grass roots partnerships that have enabled the Service to reach a much larger audience. He redefined the way that the Service operates by integrating outreach as a key component to larger conservation vision. By moving away from a shotgun approach that focused on providing passive information, Joe introduced a paradigm shift through marketing and has empowered interested stakeholders and citizens to become an active part of the aquatic invasive species prevention solution.

Joe is also with the national Aquatic Nuisance Species Task Force. He developed the "Stop Aquatic Hitchhikers!" program. Joe has made the campaign into an international movement with thousands of partners and led the transformation for how outreach is done in the conservation community. These partnerships help the conservation community speak with a single voice. The campaign has been shown to be effective at changing behavior of recreational users, which is crucial to stopping the spread of invasive species.

Joe has started a similar campaign with the pet and aquarium industry known as Habitattitude. Joe is currently working with the pharmaceutical industry on a new campaign to promote the environmentally responsible disposal of excess medications. Most recently, Joe has facilitated three cross-sector relationships with the recreational equipment industry, the pet and aquarium industry and the pharmaceutical industry to develop national behavior change campaigns that target citizens and empower them to become part of the solution in addressing complex environmental issues. Joe is also working with the private sector, the conservation community and Wall Street to try and connect the environment with the economy at landscape scale. Joe grew up in the Midwest in Central Ohio, so he also understands the agricultural perspective. He resides in Northern Virginia with his wife and two children, and tries to get on the water whenever he can to pursue his passion of fly fishing.