



**Sam**

**Age: 47**

**Education: College**

**Hometown: West Linn, OR**

**Family: Wife, two children**

**Occupation: Engineer**

*“There are so many animals at risk of extinction, and it’s not some far away down the road issue. It’s happening right now in our neighborhoods, in our back yards.”*

### **Goals**

- Wants to learn more about local endangered wildlife
- Wants to help promote conservation efforts
- Wants to learn what he can do to help

### **Frustrations**

- Most resources on endangered species focus on “big animals” half a world away
- Species extinction is such a massive problem, he feels hopeless, helpless

Sam is an engineer who enjoys spending time outdoors with his kids. He wants to share his love of wildlife with them but Sam is worried that climate change and habitat destruction will rob them of this opportunity. Sam knows these are big, existential issues but he wants to learn what he can do on an individual level to help endangered species in his area. Sam’s efforts are hampered as most readily available resources on the subject focus on popular “big name” animals that live nowhere near him.