

# Chesapeake Watershed Forum

October 3-5, 2008

Shepherdstown, WV



October 2008

Welcome to the 3<sup>rd</sup> Annual Chesapeake Watershed Forum! The planning committee for the Forum and the staff of the Alliance for the Chesapeake Bay are very excited to present to you the 2008 Forum. We hope you enjoy the beautiful setting that the NCTC facility in Shepherdstown provides. Stroll its paths, sit and listen to the birds, visit the river; for it is our love of places such as these that provides the motivation to continue to do the good work that we do. Let's have a good a time, explore some new ideas and after the Forum return to our home waters re-energized and re-dedicated.

We are also excited to introduce you to the Chesapeake Watershed Network; an idea that was born of discussions at the first Forum in 2006. The Chesapeake Watershed Network is a community of organizations and individuals working to protect and restore the land and waters of the Chesapeake Bay Watershed. Our online community facilitates networking and cooperation among its members by providing tools, resources and connections to help its members further their efforts. Hopefully you have already joined and are using this wonderful new communications tool. It will also be where we post presentations and information after the Forum for all to view and use.

Also new this year is the Pre-forum workshop; Financing Green Initiatives which is targeted towards helping local governments in their struggles to implement watershed restoration and preservation activities.

This conference is a wonderful opportunity for watershed groups, local government officials and others to learn the latest scientific techniques in watershed restoration and protection. In addition, it addresses organizational capacity building needs and focuses on how to achieve both regional and watershed-wide ecological goals. Last, and maybe the most important, the conference provides a networking and information sharing opportunity so that we can all learn from the successes and challenges of others who share our same vision. It is pleasure having you join us.

Sincerely,

A handwritten signature in black ink that reads "Lou Etgen". The signature is written in a cursive, flowing style.

Lou Etgen  
Interim Director, Alliance for the Chesapeake Bay

# Acknowledgements

*A special thank you to the Planning Committee Members and their organizations for donating staff time and resources over the last year to help plan and promote this Forum. Their efforts in coordinating the tracks, sessions, activities and field trips has made the third annual Chesapeake Watershed Forum into an exceptional watershed event.*

*A thank you also goes to Alliance for the Chesapeake Bay volunteers, as well as to the National Conservation Training Center meeting coordinator, Peggy Sandretzky. We are proud to be part of the more than 15,000 conservation professionals who participate in workshops and training programs at NCTC each year.*

## Planning Committee Members

Amanda Bassow  
Jamie Baxter  
Steve Carr  
Terry Cummings  
Jana Davis  
Jonathan Doherty  
Lou Etgen  
Adam Griggs  
Amy C. Handen  
Michael Helfrich  
Jackie Kramer  
Eileen McLellan  
Donna Morelli  
Pat Munoz  
Mary Ellen Olcese  
Rebecca Wertime  
Julie Winters  
Ken Yetman

National Fish and Wildlife Foundation  
Chesapeake Bay Trust  
Carr Consulting  
Chesapeake Bay Foundation  
Chesapeake Bay Trust  
Chesapeake NEMO  
Alliance for the Chesapeake Bay  
Interstate Commission on the Potomac River Basin  
Chesapeake NEMO  
Lower Susquehanna Riverkeeper  
PA Fish & Boat Commission  
Environmental Defense Fund  
Alliance for the Chesapeake Bay  
River Network  
River Network  
Alliance for the Chesapeake Bay  
Chesapeake Bay Program Office  
MD DNR, Watershed Services

**Thank you to the Sponsors for your generous support!**



# Chesapeake Watershed Forum Overview

## **Friday, October 3**

Registration	9:00 – 6:00	Entry Auditorium
Lunch	11:30 – 1:00	Commons Dining Room
Welcome	1:00 – 1:45	Entry Auditorium
Regional Networking	2:00 – 5:15	Instruct.East/Auditorium
Dinner	6:00 – 7:30	Commons Dining Room
Registration	7:00 – 8:00	Entry Auditorium
Evening Social (Bonfire)	7:30 – whenever	Fire pit

## **Saturday, October 4**

Breakfast	6:30 - 8:00	Commons Dining Room
Registration	7:30 - 2:00	Entry Auditorium
“A” Sessions	8:00 - 9:30	Instructional East
“B” Sessions	10:00 - 11:30	Instructional East
Lunch	11:30 – 1:00	Commons Dining Room
“C” Sessions	1:00 – 2:30	Instructional East
“D” Sessions	3:00 – 4:30	Instructional East
Free Time	4:30 – 6:00	NCTC /Local Environs
Dinner	6:00 – 7:30	Commons Dining Room
Keynote Speaker	7:30 – 9:00	Entry Auditorium

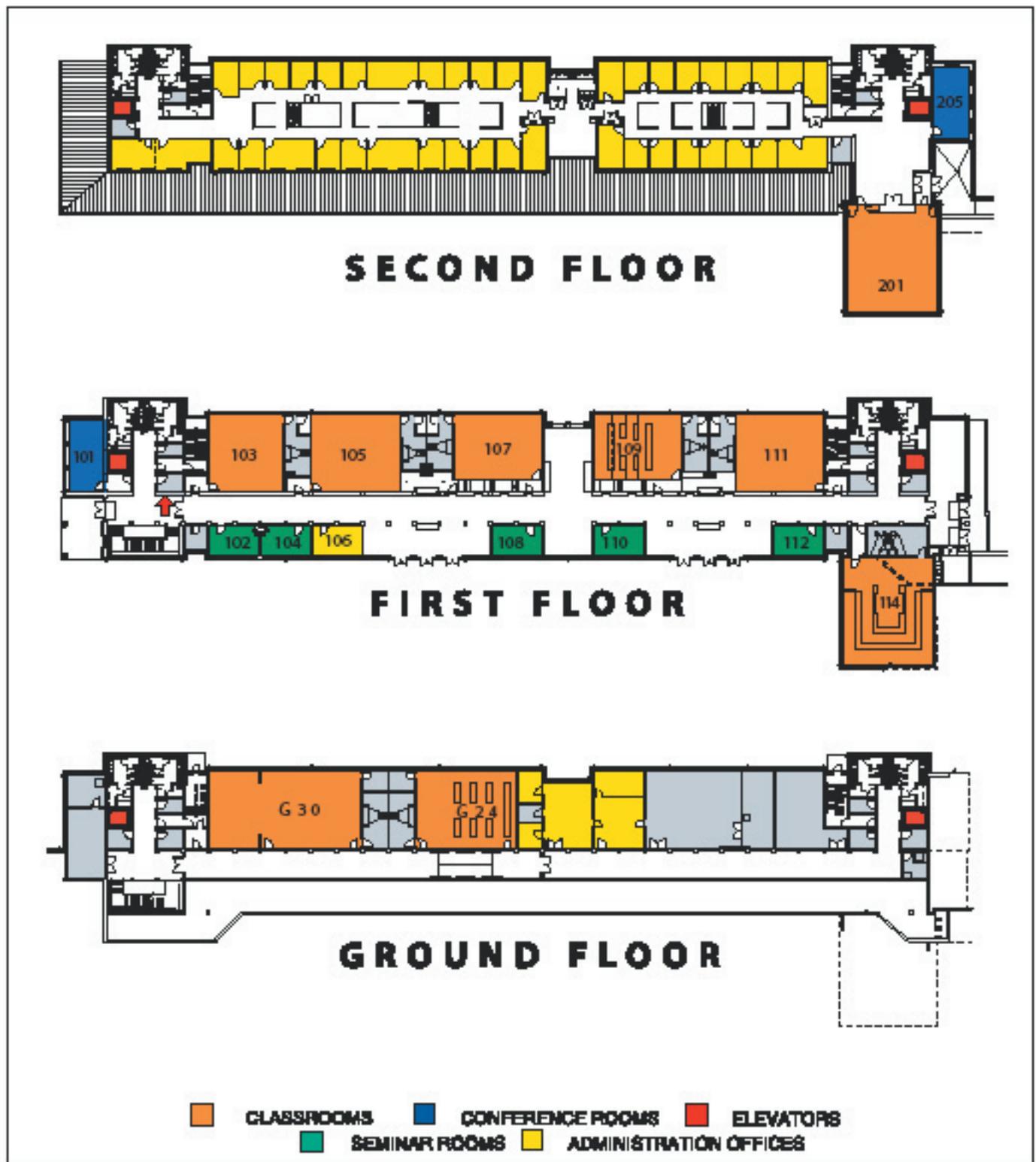
## **Sunday, October 5**

Breakfast	6:30 – 8:00	Commons Dining Room
Registration	7:00 – 8:00	Entry Auditorium
“E” Sessions	8:00 – 9:30	Instructional East
“F” Sessions	10:00 – 11:30	Instructional East
Lunch	12:00 – 1:30	Commons Dining Room

**See you in 2009 - Please turn in your name badge and Forum evaluation form before leaving.**



# INSTRUCTIONAL EAST



National Conservation Training Center

# REGIONAL NETWORKING

Friday, October 3

2:00 - 5:15

Join break-out meetings for networking among watershed groups and other partners in your state to discuss: (1) regional and statewide policy and legislative issues of concern; (2) possible strategies in preparation for upcoming legislative sessions; and (3) unified messaging points for the issues. Then gather as a whole group for key watershed-wide updates. (Note: If your state isn't listed please join one of the break-out sessions below.)

2:00 to 4:00 p.m     **State Break-out Sessions**

*Maryland* – Entry Auditorium

Facilitated by Terry Cummings, Chesapeake Bay Foundation

**Note:**     **Members of the Maryland Watershed Network will also hold a morning meeting from 10:00 – 11:30 a.m.**

*Virginia* – Room 114 Instructional East

Facilitated by Bill Street, James River Association

*Pennsylvania* – Room 105 Instructional East

Facilitated by Michael Helfrich, Lower Susquehanna Riverkeeper

4:05 to 5:15 p.m.     **Watershed-wide Updates** – Entry Auditorium

**Updates on:**

- Pending federal initiatives
- Developing forest and land conservation funding
- Using the Chesapeake Watershed Network to advance strategy
- State by state report outs

## **Keynote Speaker**

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**Mary Anne Hitt**  
**Executive Director,**  
**Appalachian Voices**

**Saturday, October 4**  
**7:30 pm**  
**Entry Auditorium**



### ***ILoveMountains.Org***

#### **A Grassroots Success Story of Online Activism**

Mary Anne Hitt is the executive director of Appalachian Voices, a nonprofit organization that brings people together to solve the environmental problems having the greatest impact on the central and southern Appalachian Mountains. The organization works with communities across Appalachia to tackle two major causes of climate change: mountaintop removal coal mining and the construction of new coal-fired power plants. Their online campaign [iLoveMountains.org](http://iLoveMountains.org) uses Google Earth to lift the cloak of secrecy that has allowed coal companies to flatten almost 1 million acres, destroy 474 mountains, and bury over 1,000 miles of streams, devastating local communities in one of the world's biodiversity hotspots.

Mary Anne is currently a fellow of the Environmental Leadership Program. Her previous experience includes working as executive director of both The Ecology Center and the Southern Appalachian Biodiversity Project. She was a recipient of the Len and Sandy Sargent Environmental Advocacy Award at the University of Montana, where she received her Master's of Science in environmental studies, and was a Whittle Scholar at the University of Tennessee and founder of the campus organization Students Promoting Environmental Action in Knoxville. She grew up in the mountains of east Tennessee, just outside Gatlinburg and the Great Smoky Mountains National Park.

## **1A: How to Conduct a Unified Subwatershed and Site Reconnaissance (USSR)**

**201 IE**

The Center for Watershed Protection's USSR is a rapid field survey to evaluate potential pollution sources and restoration opportunities within urban subwatersheds. The USSR is designed to assess upland areas outside the stream corridor for behaviors that can influence water quality and to identify promising restoration project opportunities.

*Presenter: Tiffany Wright, Watershed Analyst, Center for Watershed Protection*

## **1B: USSR Field Exercise**

**201 IE**

Participants will assess potential pollution sources and restoration opportunities in downtown Shepherdstown using the Center for Watershed Protection's Unified Subwatershed and Site Reconnaissance (USSR) tool. This hands-on demonstration will allow participants to learn how to use the USSR tool in the field.

*Presenter: Tiffany Wright, Watershed Analyst, Center for Watershed Protection*

## **1C: Sea Level Rise in the Chesapeake Bay**

**201 IE**

Climate change and projected sea level rise in the region will have myriad impacts on habitat, wildlife and human communities throughout the region. This session will review the National Wildlife Federation's two recent studies analyzing the many impacts of global warming and sea level rise on the Chesapeake Bay. Then the session will explore the role of local planning and habitat restoration in mitigating those impacts, including an ongoing effort in Mathews County (VA) to plan for sea level rise.

*Presenters: Skip Stiles, Executive Director, Wetlands Watch; Doug Inkley, Senior Science Advisor, National Wildlife Federation*

## **1D: Stream Corridor Assessment Survey**

**201 IE**

Stream Corridor Assessment Survey was developed as a watershed management tool to help identify both environmental problems and restoration opportunities that exist within a watershed. The Stream Corridor Assessment Survey is not intended to be a detailed scientific evaluation of a stream system nor will it replace the more standard chemical and biological surveys. Instead the survey is intended to provide a rapid method of examining an entire drainage network so future monitoring and management efforts can be better targeted. Common environmental problems identified and map during the survey include: excessive stream bank erosion, pipe outfalls, inadequate forest buffers, fish migration barriers, channelized stream sections, trash dumping areas and exposed sewage pipe.

*Presenter: Ken Yetman, Section Chief, MD Department of Natural Resources*

## **1E: Developing a Watershed Report Card**

**201 IE**

One of the primary goals of most watershed associations is to inform and engage two key constituencies, local citizens and local decision-makers. Many watershed associations approach this goal, at least in part, by establishing volunteer water quality monitoring programs and in some cases using the data collected to produce ecosystem health report cards. The activity of collecting data and synthesizing into a report card serves to: (a) engage volunteers in an action; and (b) collect and present information about the watershed that can be used to advance the group's mission.

# Track 1

# Restoration & Practice (Cont.)

This session will be divided into two sections, one on monitoring data types appropriate for report cards and one on creating the report cards themselves. We'll discuss: (a) identifying types of volunteer- or staff-collected data that can be standardized across watersheds; (b) identifying types of data specific to individual watersheds that should be collected to allow most powerful messaging; and (c) report card messaging to promote a group's outreach power.

*Presenters: Jana Davis, Associate Director, Chesapeake Bay Trust; Ben Longstaff, Science Integrator, EcoCheck, NOAA Cooperative Oxford Laboratory; Chris Trumbauer, West/Rhode Riverkeeper; Michael Williams, Associate Research Scientist, UMCES Integration Application Network*

## **1F: An Introduction to USDA and Farm Bill Conservation Programs**

**114 IE**

This session will offer an introduction to the U.S. Department of Agriculture, including its various roles, the financial and technical assistance resources USDA offers to support conservation, and funding opportunities through Farm Bill programs. If your watershed includes working farm and forestland and you are not familiar with the conservation opportunities through USDA, this session will provide a good overview.

*Presenter: Patrick Bowen, State Resource Conservationist, USDA NRCS (WV)*

## **NOTES:**

**Your comments are important!**

**Please fill out and hand in the session evaluation form as you leave each session and receive a raffle ticket.**

**On Saturday evening, before the keynote, a drawing for raffle prizes will be held.**

## **2A/B: TDR (Transfer of Development Rights) Programs**

**105 IE**

Transfer of development rights programs allows landowners to transfer development rights from one parcel of land to a different parcel of land. This session will look at successful area TDR programs and provide guidance on establishing similar programs that work with established zoning and development ordinances.

*Presenters: David Brownlee, Environmental Planner, Calvert County Department of Planning & Zoning; Rupert Rossetti, Director, Octoraro Watershed Association; John Theilacker, AICP, Associate Director, Brandywine Conservancy*

## **2C: Agricultural Conservation and Preservation**

**105 IE**

This session will look at a variety of agricultural conservation programs and explain the various ways in which farmers can gain economic stability through subsidies and incentive-based BMP programs. We will also dissect the Farm Bill and reveal its implications for agricultural conservation.

*Presenters: Jim Baird, Mid- Atlantic Regional Director, American Farmland Trust; John Eckman, Executive Director, Valley Conservation Council; Dan Rosen, Manager, MD Department of Planning; Doug Wolfgang, Bureau Director, PA Department of Agriculture*

## **2D: Targeting Lands for Conservation: Principles and Tools for Prioritizing Land Conservation Efforts**

When considering the at-large watershed, how does one prioritize lands for conservation? What are the principles that guide prioritization and what tools are available to help local groups focus land preservation efforts?

**105 IE**

*Presenters: Nancy Ailes, Executive Director, Cacapon & Lost Rivers Land Trust; Aimee Weldon, Project Manager, Defenders of Wildlife*

## **2E: Future of Financing for Conservation in the Bay States**

**111 IE**

This session will take a look at the future of land conservation funding on a state-by-state basis. What funding sources are drying up? What is likely to become available? Life after Growing Greener II (Pennsylvania).

*Presenter: Cindy Dunn, Deputy Secretary, PA Department of Conservation & Natural Resources; Tom McCarthy, Regional Team Leader, MD Department of Natural Resources*

## **2F: Using Conservation Easements as a Watershed Protection Tool**

**111 IE**

This session will serve as a Conservation Easements 101 course designed for watershed organizations and other groups who want to learn how land preservation can achieve their watershed protection goals. In addition, we will explore how the partnering of land trusts and watershed organizations can lead to increases in conserved lands and landowner stewardship.

*Presenters: Kelly Watkinson, Senior Director (Land Protection), Potomac Conservancy; Geordie Newman, Director, Chesapeake Wildlife Heritage*

*The frog does not drink up the pond in which he lives.*

*- Native American proverb*

### **3A/B: Implementing Local Codes and Policies That Help You Achieve Your Natural Resource Goals**

This session will review the standards, ordinances, and codes that shape how development occurs. This presentation will guide participants through the Center for Watershed Protection's Code and Ordinance Worksheet (COW) that compares local development rules to the national Model Development Principles. This session will also review concepts of better site design.

*Presenter: Hye Yeong Kwon, Executive Director, Center for Watershed Protection*

**114 IE**

### **3C: Code and Ordinance Review Working Session**

**114 IE**

This session will allow participants to take the first step in reviewing their own municipality's codes and ordinances by taking their own codes through a code and ordinance review. Participants will be asked to bring their codes to the session and engage in an active session to determine how they compare to national model development principles. (If participants do not have their own local codes, sample codes will be provided.)

*Presenters: Hye Yeong Kwon, Executive Director and Tiffany Wright, Watershed Analyst, Center for Watershed Protection*

### **3D: The Clean Water Act is Your Friend!**

**114 IE**

The Clean Water Act (CWA) is the cornerstone of surface water quality protection in the United States. Come to this session to learn the nuts and bolts of the CWA and also how local groups can use the CWA to help you achieve your natural resource goals. This session will include basic concepts and relevant case studies.

*Presenter: Bill Painter, Environmental Protection Specialist, EPA Office of Water (DC)*

### **3E: Stormwater BMPs that Work**

**114 IE**

This session will review the most innovative and implementable storm water practices in the Watershed. Come to this session to learn more about the latest trends in stormwater management throughout the watershed, and how watershed groups can effectively work with localities to strengthen stormwater ordinances and permit programs.

*Presenter: Tom Schueler, Coordinator, Chesapeake Stormwater Network*

### **3F: Strategies for Raising the Bar on Stormwater**

**105 IE**

This session will highlight EPA's Chesapeake Bay Program Office strategy to "raise the bar" on stormwater management performance by promoting a no-runoff aspirational goal. The session will discuss the CBPO effort to work with State and local partners, developers, Federal agencies, and other stakeholders to find existing and generate new demonstrations of stormwater management that achieves that level of performance, and to promote the goal widely to influence regional and national practices.

*Presenter: Mike Fritz, Environmental Protection Specialist, EPA Chesapeake Bay Program*

# Track 4

# Engagement & Communication

## **4A: Mastering Web 2.0 and the On-line Watershed Network.**

**103 IE**

Stay on top of the latest news, work more effectively with your peers, find the experts you need, reduce your travel time, expense, and pollution, and work together efficiently and effectively. That's what the new Chesapeake Watershed Online Community is all about. In this session you'll discover some of the amazing features the tool offers to help you get more done with less effort.

*Presenter: Marty Kearns, Executive Director, Green Media Toolshed*

## **4B: Can We Lobby? What You Can and Cannot Do As a 501(c)3 or 501(c)4**

**103 IE**

Advocacy and lobbying can be a big part of changing the environmental landscape. But there are limits on what you can do as a not-for-profit corporation. Learn how much you really can do to make change in your community. Learn the different rules for a c3 vs. a c4. Learn how a c3 can interact with a c4 on issues and elections. And learn how to account for your time so the IRS doesn't come a knockin'.

*Presenter: Abby Levine, Deputy Director, Alliance for Justice*

## **4C/D: Developing a Strong Campaign or Initiative**

**103 IE**

Passing legislation, changing a zoning ordinance or protecting a forest doesn't just happen. Successful efforts require a campaign strategy. What is your objective? Who do you have to convince? Who are your opponents? These are a few of the questions one should answer before engaging your members, constituents and/or resources to a specific action. Learn the fundamentals of building a strong campaign. The principals discussed in this workshop are applicable to a wide range of activities from political campaigns to educating the public about funding for a new ball park.

*Presenter: Steve Max, Training Director, Midwest Academy*

## **4E: Combat Communications for Conservationists**

**105 IE**

Conservation and controversy go hand in hand. Sooner or later, the mud will fly and your work and your reputation will be on the line. In this hands-on workshop, you'll learn the dos and don'ts of managing controversial situations: deflecting their accusations, making yours stick. You'll develop confidence and skills to set the record straight and come out on top.

*Presenter: Eric Eckl, Consultant, Water Words That Work, LLC*

## **4F: Reaching Beyond the Choir (Part II)**

**201 IE**

The Chesapeake watershed is home to people from a broad array of backgrounds and interests. To conserve and restore this jewel we need to be listening to, talking to, and working with people from diverse backgrounds and communities. This session is a follow-up to last year's forum session (but you don't have to have attended last year to participate!) with the intent of keeping the learning conversation moving forward. Presenters will share some organizational and institutional tools that will help you build within your organization the capacity to reach out to groups that may be sitting in the pulpit but have not joined the choir. Who are these groups/people? How do you find them? What do you say to them when you do connect? How do we move through the fear of taking the first step? We hope you will join us for this lively learning conversation about the Bay and reaching the people that are waiting to answer the call.

*Presenter: Iantha Gantt-Wright, President, The Kenian Group*

## **5A/B: Workshop Title: Benchmarking Your Organization**

**107 IE**

Paying attention to organizational best practices in governance, planning, and management can be crucial to the survival of nonprofit organizations. This workshop is designed for all- volunteer or lightly- staffed organizations. In this workshop, you'll learn how your group can assess its overall organizational needs, prioritize those needs, and develop a plan of action and a way to measure your progress. You will assess one organizational benchmark, develop an action plan for improvement, and take home the Benchmarking Workbook to share with your group.

*Presenters: Peter Lane, Senior Program Associate, Institute for Conservation Leadership*

## **5C: Financial Management for Larger Organizations**

**107 IE**

Be up-to-date on the latest financial best-practices, accounting principles and IRS requirements for nonprofit organizations. Geared toward organizations with budgets of \$200,000 and above, this in-depth workshop will include strategies for managing, organizing and reporting your finances. It will cover the new IRS standards, government and foundation grant tracking, indirect cost calculation and internal control procedures to prepare you for an audit.

*Presenter: Harvey Metro, CPA, Metro Metro & Associates*

## **5D: Getting the Most Out of Technology (Computer Lab)**

**G - 24**

This workshop will help you assess your organizations priority IT needs and provide some practical and economical advice to increase your IT capacity. Potential topics to be covered include advice on when and why to upgrade your hardware, how to access free and discounted software, how to combat spam, how to safely back up your data, utilizing web based services to enhance your programs and fundraising and other very useful tips to help you get more out of IT for your organization.

*Presenter: Lisa Rau, Chief Executive Officer, Confluence Corporation (DC)*

## **5E/F: Building and Maintaining Your Bench Strength**

**107 IE**

This is an in-depth training on the ins and outs of non-profit human resource management with the goal of recruiting, retaining and developing qualified staff. This interactive workshop will cover topics such as standard Human Resource policies, developing solid job descriptions, implementing effective performance evaluation, securing good benefits packages, succession planning, and professional development.

*Presenter: Justin Pollock, Director, MD Association of Nonprofit Organizations*

*When we try to pick out anything else by itself, we find it hitched to  
everything else in the universe. - John Muir*

## **6A/B: Building a Major Donor Program**

111 IE

Your organization needs money to operate. There are plenty of people out there who would like to support you. At some point, you have to ask those people to give. This advanced workshop will help groups develop a program to move members and small givers up the ladder to become “major donors”. It will include tools and techniques for identifying, cultivating and soliciting individual donors for “major” gifts. The session will include hands-on learning about how to ask for a gift so that you feel good about it, the donor feels good about it, and you raise the funds your organization needs. Participants who have never asked, have asked a little, or have asked a lot will all benefit. Be prepared to come away genuinely enthusiastic and practiced at soliciting gifts.

*Presenters: Christine Iffrig, Vice President, The Potomac Conservancy; Mary Ellen Olcese, Mid-Atlantic Program Manager, River Network*

## **6C: Writing a Successful Grant Proposal**

111 IE

A basic workshop for groups new to the grant writing process, including designing fundable projects, identifying appropriate funding sources, who writes the proposal, parts of a proposal, building your proposal piece by piece, the Letter of Intent; the proposal budget, general operating support proposals, and more. Several sample proposals that participants can take home for reference will be included in the workshop materials. This workshop will be applicable for local government and watershed groups that are interested in pursuing public and private grant sources.

*Presenter: Laura Carrier, Development Officer of Public Grants, Chesapeake Bay Foundation*

## **6D: Conducting a Capital Campaign**

111 IE

Are you considering a capital campaign for your organization? Good solid preparation often makes the difference between success and failure, and between completing your campaign on time or not. Each outcome has long term impacts on your organization that may be even greater than the dollars you raise. In this session, we will review everything that leads up to actually planning and implementing the campaign, including public awareness, articulating the case, testing the goal and gift pyramid, analyzing your capacity to recruit a campaign committee, assembling and rating a prospect list, educating your board, and more.

*Presenter: Vollie Melson, Director of Major Gifts, Chesapeake Bay Foundation*

## **6E: “Painless” Fundraising for the Board**

103 IE

Is your Board fulfilling its fundraising role? Oftentimes we hear Board members express their willingness to work by stating the following phrase – “I’ll do anything but ask for money”. This workshop illustrates the number of painless roles each Board member can play in accomplishing the fundraising goals of the organization. Asking is only one of the myriad tasks involved in the fundraising process. At the completion of the workshop participants will have a list of fundraising activities which will fully engage all members of the Board.

*Presenter: Mary Ellen Olcese, Mid-Atlantic Program Manager, River Network*

# Track 6 (Cont.)

## **6F: Fundraising Databases: Which One is Right for You?**

**103 IE**

To manage your fundraising program well, you need a good database to track your mailings, help routinize your renewals and thank yous, and systematically collect information on your donors. A panel drawn from three nonprofits using three different databases to track their members and donors will discuss the pros and cons of each program, provide information on costs, and answer any questions you may have about their experiences. You will also receive a list of resources and contacts you can use to find the perfect database for you!

*Panelists: Kincey Potter, President, South River Federation  
Jennifer Allen, Program Manager, Friends of the Rappahannock  
Robin Broder, Director of Operations, Potomac Riverkeeper*

*Moderator: Pat Munoz, Consultant, River Network*

## **NOTES:**

*The lakes and rivers sustain us; they flow through the veins of the earth and into our own.*  
- Al Gore

# Computer Lab

## **Don't Get Left Behind! Digital 101** (Saturday, October 4, 8:00 – 9:30 a.m.)

**G - 24**

All your questions answered. How to use Google effectively? What can people find out about me online? How to surf the web? How to use a digital camera and upload an image? How to set up folders in your email system to manage a listserve? This is hands on help on mastering the basics for those that are struggling with all the work they do.

*Presenters: Scott Fine, Coordinator and Laurie Moy, Fellow, Green Media Toolshed*

## **Using Google Map to Display Watershed Issues** (Saturday, October 4, 1:00 – 2:30 p.m.)

**G- 24**

IMRivers.com is a new web site that nonprofit watershed groups can use to develop interactive watershed maps and make them available to the public. For a small monthly fee, watershed groups can now use this tool to develop maps that until recently would have cost tens of thousands of dollars. The maps can display multiple layers of information including data, photos, videos and text. The information can be about land use, pollution sources, clean up and restoration activities, water quality, flows, natural history, recreational access - in fact, about almost anything desired.

*Presenter: Dr. Wansoo Im, IMRivers*

## **Getting the Most Out of Technology** (Session 5D - Saturday, October 4, 3:00 - 4:30 p.m.)

**G - 24**

This workshop will help you assess your organizations priority IT needs and provide some practical and economical advice to increase your IT capacity. Potential topics to be covered include advice on when and why to upgrade your hardware, how to access free and discounted software, how to combat spam, how to safely back up your data, utilizing web based services to enhance your programs and fundraising and other very useful tips to help you get more out of IT for your organization.

*Presenter: Lisa Rau, Chief Executive Officer, Confluence Corporation (DC)*

### **NOTES:**

*The earth is not ours, it is a treasure we hold in trust for future generations.*

*- African Proverb*

# *Meet The Presenters*

## **Jennifer Allen**

## **Track 6, Session F**

Jenn joined Friends of the Rappahannock in 2006 and leads the restoration and volunteer programs, oversees operations, and works on various advocacy and fundraising projects. She has over 10 years of experience in conservation science and natural resource management with non-profits and state/federal agencies. Before joining Friends, she worked at The Nature Conservancy for five years and launched a Measures of Success program, authored a statewide invasive species plan, managed the state biomonitoring and endangered plant recovery programs, and developed conservation plans. Jenn also worked for the Virginia Division of Natural Heritage, managing general operations and ecological restoration on 12 preserves. She has served on the Virginia Invasive Species Council Technical Advisory Committee, the Eastern U.S. Invasive Species Network Leadership Team, the Board of the Rivanna Conservation Society, the scientific advisory committee of StreamWatch, and was a grant reviewer for the National Fish and Wildlife Foundation. Jenn obtained her M.S. in Ecology and a B.S. in Wildlife Science, both from Virginia Tech.

## **Nancy Ailes**

## **Track 2, Session D**

Nancy and her family have resided in Hampshire County, West Virginia for eight generations. She received a B.S. in biology from Bridgewater College in Virginia and pursued graduate work in ecology at the University of Virginia. Ailes spent 15 years as an equine anesthetist both at the University of Pennsylvania School of Veterinary Medicine and at the Virginia/Maryland Regional College of Veterinary Medicine. Returning from Pennsylvania to live full time in Hampshire County in 1982, she realized that the county was changing dramatically and was compelled to help those who wanted to protect their land from development. She became the Executive Director of the Cacapon and Lost Rivers Land Trust in 2000 and continues in that position today.

## **Jim Baird**

## **Track 2, Session C**

Jim is American Farmland Trust's Mid-Atlantic Director, over-seeing the Trust's work on farmland preservation, agricultural viability and conservation practices throughout the region. His career includes 12 years of experience in community development and agricultural and natural resources management in Africa and, closer to home, work on agricultural and environmental issues in Maryland. Prior to joining AFT in 2008 he directed the Sustainability Education Program for the Izaak Walton League.

## **Patrick Bowen**

## **Track 1, Session F**

Currently serves WV Natural Resources Conservation Service (NRCS) as State Resource Conservationist, responsible for technology development and standards for the agency. Serves as program leader for water quality initiatives, land treatment, conservation innovation grant projects and the Plant Materials Program. Previously served as Assistant State Conservationist for Field Operations in the eastern half of West Virginia and responsible for USDA-NRCS-WV activities protecting and improving water quality and preserving farmland. Pat has worked in the area of water quality protection and improvement and watershed management throughout his career with NRCS. Primary author of the states Agriculture and Construction Sec 319 Management Program and the primary author of the Potomac Headwaters Water Quality Project under the USDA Water Quality Initiative and the various reports that led to the Potomac Headwaters Land Treatment PL-534 Project. Pat is a third generation conservationist and graduate of the University of Maryland with a BS in Conservation and Natural Resource Development, B.S. in Agriculture, and has a M.S. in Management (MBA) from Frostburg University. Owner and operator of Bowen Hill Farms in Mississippi, a 300 acre cow calf and contract grazing farm.

**Robin Broder****Track 6, Session F**

Robin came to Potomac Riverkeeper in April 2007 with over 18 years of experience working with nonprofits. Robin spent nine years with the Arlington Street People's Assistance Network (A-SPAN) as Board President and then as Director of Development during a time of rapid growth in programs and funding. Prior to A-SPAN, Robin was a consultant to The Rockefeller Foundation on a communications project for their urban poverty project grantees. Before settling in the DC area, Robin worked with public housing residents on a public-private partnership to redevelopment their neighborhood on the south side of Chicago. Robin has a M.A. in Public Policy from the University of Chicago's Harris School of Public Policy Studies. She is on the board of AHC, Inc., a nonprofit housing developer, and is a Life-time member of Leadership Arlington.

**David Brownlee****Track 2, Session A/B**

David holds a Ph.D. in Marine Ecology from the University of Maryland, and is also a certified planner (AICP). He has served as Principal Environmental Planner for Calvert County since 1992, and has led the County's work on environment and natural resource protection. In addition, Dave has served on the Western Shore Tributary Strategy Team.

**Laura Carrier****Track 6, Session C**

Laura is the Development Officer of Public Grants at the Chesapeake Bay Foundation (CBF). In this capacity, she raises state and federal funds for CBF's environmental education programs, water quality and habitat restoration projects, and capital improvements. She manages the public grant process from beginning to end – identifying potential grant programs, determining eligible projects, overseeing the grant proposal preparation and submission, and assisting CBF program staff with grant reporting requirements. Prior to joining CBF three and a half years ago, Carrier reviewed hundreds of grant applications per year to the Chesapeake Bay Small Watershed Grant Program at the National Fish and Wildlife Foundation. She therefore has been on both sides of the fundraising table – writing proposals to solicit funds and reviewing proposals for the awarding of funds. Carrier holds a M.S. degree from Johns Hopkins University in Environmental Science and Policy and a B.A. degree in Biology and Environmental Studies from St. Mary's College of Maryland.

**Dr. Jana Davis****Track 1, Session E**

Jana is the Associate Director and Chief Scientist of the Chesapeake Bay Trust. She oversees the Trust's portfolio of nine grant programs and specifically runs programs on targeted watershed restoration, innovation, shoreline restoration, and fisheries habitat. Jana holds a B.S. in biology from Yale University and a Ph.D. in oceanography from the Scripps Institution of Oceanography. Prior to coming to the Trust, Jana served as a AAAS Congressional Science Fellow in the United States Senate, a postdoctoral fellow at the Smithsonian Environmental Research Center, and an Assistant Professor at the Williams College-Mystic Seaport Maritime Studies Program.

**Cindy Dunn****Track 2, Session E**

Cindy serves as Deputy Secretary for Conservation and Technical Services in the Pennsylvania Department of Conservation and Natural Resources (DCNR). In this capacity, she leads DCNR's work in landscape conservation and administers the Bureau of Recreation and Conservation and the Bureau of Topographic and Geologic Survey. Prior to becoming Deputy Secretary, Cindy served as the Director of DCNR's Bureau of Recreation and Conservation, which works to protect Pennsylvania's natural and heritage resources and provides recreational opportunities. The Bureau accomplishes its mission through grants and technical assistance. Cindy has served as the Executive Director of Audubon, Pennsylvania from 1997 through 2003 and the Pennsylvania Program Director of the Alliance for the Chesapeake Bay for ten years. Cindy holds a M.S. degree in Biology from Shippensburg University. Cindy is married to Craig Dunn and resides in Cumberland County. Her hobbies are bird watching, reading, canoeing, fishing and hiking.

**Eric Eckl****Track 4, Session E**

Eric is fascinated by the intersection between language, technology, and the environment. He blogs on the topic at <http://waterwordsthatwork.com>. Eric supports his blogging habit by consulting. His company, Water Words That Work LLC, assists nature protection and pollution control organizations with their behavior change, fundraising, and issue advocacy efforts. In addition to consulting and training, Water Words That Work can produce websites, videos, advertising campaigns, email blasts, and other marketing materials. Eric's clients include the National Park Service, the Alliance for the Chesapeake Bay, the National Fish and Wildlife Foundation, the Foundation for Pennsylvania Watersheds, the Cacapon and Lost Rivers Land Trust, the New Jersey Department of Environmental Protection, and many others. In addition to running his own business, Eric is of counsel to Beaconfire Consulting. Before launching Water Words That Work, Eric led advocacy and fundraising campaigns, managed media relations, and oversaw web and print publishing activities for a variety of conservation organizations. He has appeared in countless news stories and is a frequent speaker at environmental, marketing, and technology conferences.

**John Eckmann****Track 2, Session C**

John joined the Valley Conservation Council staff in January of 2004 after being a member since 1991. He has worked with non-profit conservation and education organizations since 1987. A native of Waynesboro (VA), John's background includes experience with cultural and natural heritage conservation, public education policy, and rural economic development programs. He has worked on national projects with the Rural School and Community Trust and locally with the Shenandoah Valley Pure Water Forum. John also worked with The Mountain Institute for 10 years and served as Chief Administrative Officer of this international conservation organization. He is a JMU graduate and holds a masters in Environment and Community from Antioch University.

**Scott Fine****Track 4, Computer Lab**

Scott started his grassroots organizing career in Minneapolis, MN, where he founded MN Writes, an all volunteer grassroots media advocacy and citizen lobbying organization. Scott was also a founding member of the Minnesota Democratic Party Meetup Organization, for which he served as Statewide Agenda & Materials Coordinator. Since moving to the Washington, DC area Scott has worked with the Federal Legislation Clinic at Georgetown Law School, and later for the American Nurses Association Government Affairs department. He studied Computer Science at Minneapolis Technical College, and Political Psychology (mass behavior, branding, and messaging) at the University of Minnesota. Scott is a musician who runs an online record label and lives in Silver Spring, Maryland with his fiancée Shannon and their many cats.

**Mike Fritz****Track 3, Session F**

Mike is an Environmental Protection Specialist with EPA's Chesapeake Bay Program Office (CBPO) in Annapolis, Maryland. Since May 2008, Mike has served as the CBPO Development Strategy Team Leader for development of the "CBPO Strategy for Addressing Water Quality Impacts from New Development, Redevelopment and Existing Development" which sets a no-runoff aspirational goal. Prior to this assignment, Mike served for 8 years as the Chesapeake Bay Program's Living Resources Subcommittee Coordinator where he worked on several interagency initiatives for living resources and habitat protection and restoration. Mike has 24 years of experience with the federal government that includes several years with the U.S. Fish and Wildlife Service in Raleigh and at EPA HQ where he worked on wetlands regulatory policy. Mike has a passion for international environmental work, especially in Latin America - for which he has traveled to Chile, Argentina, Honduras, and Venezuela.

**Iantha Gantt-Wright****Track 4, Session F**

Iantha has 20 years experience working with environmental organizations, including the National Parks Conservation Association and Clean Water Action. She is the Founder and President of the Kenian Group, a diversity consulting company that provides environmental and public land organizations with skills and tools necessary to diversify their programs, membership, constituents, workforces, boards and advocates. She is viewed by many as a national leader on issues of social justice and diversity.

**Christine Iffrig****Track 6, Session A/B**

Christine joined the Conservancy in April of 2005. She focuses on building support from members and donors for the Conservancy's work. Prior to joining the Conservancy, Christine served as Director of Development for NatureServe, an international conservation organization, and she has also worked in development and communications for American Farmland Trust and Rare. She has a masters in engineering from the University of Pennsylvania and a B.A. in Chemistry and Physics from McDaniel College. In her free time, Christine volunteers with several local organizations, and enjoys hiking, cooking, and scuba.

**Wansoo Im, Ph.D.****Track 1, Computer Lab**

Wansoo is the creator of IMRivers (Interactive Mapping Rivers), which provides public participation geographic information systems to watershed communities. IMRivers maps watershed and waterway information contributed from the local community members through an interactive web interface. Dr. Im specializes in unique decision support systems that utilize spatial data, visualization, and modeling techniques. His work was featured in The New Yorker magazine in 2006 and The New York Times in 2008 for NYRestroom.com, a community participatory internet mapping project. His recent projects utilize community participatory geographic mapping systems for local and regional governments, statewide environmental organizations, education and non-profit organizations. Dr Im is an adjunct faculty member at Rutgers, The State University of New Jersey. He received his masters in Urban and Regional Planning from the University of North Carolina at Chapel Hill and his Ph.D. from the Edward J. Bloustein School of Planning and Public Policy.

**Dr. Doug Inkley****Track 1, Session C**

Doug is a certified wildlife biologist with expertise in ecology and wildlife management, and is the National Wildlife Federation's Senior Scientist. He has worked on a broad diversity of wildlife issues including endangered species conservation, state wildlife funding, national wildlife refuge legislation, waterfowl conservation and wetlands conservation. Frequently working with the media and as a public speaker, his current focus is on the impacts of global climate change on fish and wildlife resources. Doug served as Chair of The Wildlife Society's Global Climate Change and Wildlife Technical Review Committee and was the lead author of the 2004 report Global Climate Change and Wildlife in North America published by The Wildlife Society. He received the 2005 Conservation Education Award from The Wildlife Society as the lead author of the Global Climate Change and Wildlife in North America. He received the 2007 Communications Award from Ducks Unlimited for work on publicizing climate change impacts on wildlife. Doug studied wildlife ecology throughout his academic career, with degrees in zoology and physiology (Ph.D.-University of Wyoming), natural resources planning (M.S.-University of Vermont) and wildlife management (B.S.-Michigan State University).

**Martin Kearns****Track 4, Session A**

Marty is an innovator in the field of netcentric campaigns and advocacy. He is also Co-Founder and Executive Director of Green Media Toolshed. He has pioneered integration of network-centric principals to the field of civic organizing and social change work. He is designing software and services targeted to create value at the multi-organizational and movement scale. He is the catalyst behind MobileActive.org, a global network of activists who use cell phones for civic action and engagement. Green Media Toolshed (GMT) is a nonprofit organization dedicated to helping the environmental movement communicate more effectively. GMT offers a professional suite of communication tools, strategic advice, trainings and services. Previously, Kearns also successfully founded the Georgia River Network, a group dedicated to preserving Georgia's rivers. Kearns worked on local, state and national political campaigns. He is a dynamic speaker and is often found at communications, technology and organizing strategy

venues supporting progressive civic engagement. He spent three years working at the National Fish and Wildlife Foundation. Kearns has a B.A. from LeMoyne College and a masters in Environmental Science from Yale University.

**Hye Yeong Kwon**

**Track 3, Sessions A/B/C**

Hye joined the Center in 1996 and became the chief executive officer in 2003. As the executive director, Hye Yeong is responsible for providing overall direction for the organization and has led strategic planning, provided program management, conducted human resource management functions, and has generated a process for fiscal accountability. Hye Yeong's expertise includes fund raising, human resource management, development, fiscal management. Her technical knowledge includes program management and experience in site planning and watershed protection and restoration techniques. Hye Yeong has a B.S. in Biology, an M.S. in Management, and an M.B.A. from the University of Maryland.

**Peter Lane**

**Track 5, Session A/B**

Peter is a Senior Program Associate with the Institute for Conservation Leadership, where he has been employed since 1998. He currently manages ICL's programming in the mid-Atlantic and the Great Lakes regions, and the ICL's custom-designed services with grassroots environmental and conservation organizations by assessing the needs of groups, and managing the planning and delivery of training, consultation, and other technical assistance projects. Peter is also a facilitator for ICL's Leading From Within program and facilitates strategic planning processes and retreats, and has led training sessions on organizational change, board development, organizational assessment and benchmarking, volunteer management and leadership development. Peter has over twenty years of experience working with a variety of nonprofit organizations throughout the Washington, DC area. He was also a Peace Corps volunteer in the Congo. He holds a B.A. from Clark University in Worcester, Massachusetts and a M.Ed. from the University of Massachusetts at Amherst.

**Abby Levine**

**Track 4, Session B**

Abby serves as Deputy Director of Advocacy Programs at Alliance for Justice. She provides legal guidance that encourages grantmakers to support advocacy and other nonprofit organizations to participate in policymaking decisions through an understanding of federal tax and election law. Abby's work includes creating curriculum, teaching workshops, providing technical assistance, writing plain-language legal guides, and describing federal legislative and regulatory developments that impact nonprofits. Prior to joining Alliance for Justice, Abby served as the Public Policy Analyst at the National Council of Nonprofit Associations (NCNA). At NCNA, Abby monitored and analyzed issues affecting the nonprofit sector, such as challenges to nonprofit tax exemptions and advocacy, state budget cuts, government grants streamlining, and corporate governance. Before working at NCNA, Abby was an associate in the tax department at Squire, Sanders & Dempsey in Cleveland, Ohio. (B.A., American University; J.D., Case Western Reserve University School of Law)

**Ben Longstaff****Track 1, Session E**

Ben is the Science Integrator for EcoCheck, an UMCES-NOAA partnership, and is based at NOAA's Cooperative Oxford Laboratory. Prior to coming to Oxford, Ben served as a Principal Environmental Officer for the Queensland EPA, where he coordinated the Ecosystem Health Monitoring Program, a multi-stakeholder, multi-partner monitoring program aimed at assessing the effectiveness of regionally coordinated management actions. Ben received his B.S. and Ph.D. degrees from the University of Queensland, where he worked on impacts of light on the distribution, survival and physiology of sea grasses.

**Tom McCarthy****Track 2, Session E**

Tom is the Southern Regional Team Leader and Statewide Federal Grants Coordinator in the Maryland Department of Natural Resources, Land Acquisition and Planning Unit. DNR's four regional teams coordinate Program Open Space land purchases and local jurisdictional grants, Community Parks and Playgrounds grants, Rural Legacy conservation easements, and land use planning activities for their respective regions. The Southern Region includes Anne Arundel, Calvert, Charles, Prince George's, and St. Mary's Counties. Tom joined DNR in September of 2006. He has a B.A. in History from Loyola College in Maryland, and resides in Annapolis.

**Steve Max****Track 4, Session C/D**

Steve currently is the associate director of the Midwest Academy and over the last 30 years, he has overseen improvements on the original core curriculum of the Midwest Academy while maintaining the integrity of the founding principles. He has written the internal training curriculums for the Academy's largest clients including AARP, US Student Association, American Cancer Society, Union of Concerned Scientists, and Planned Parenthood. Unable to resist a good fight, Steve Max has taken several leaves from Midwest Academy to lead national and statewide issue campaigns to stop oil deregulation, reauthorize Superfund, develop wind power, and stop the privatization of Social Security. Most recently he has worked with USAction and its affiliates in Michigan, Florida, New Jersey, Pennsylvania, and Arizona. Steve has co-authored: *Organizing for Social Change – Midwest Academy Manual for Activists* by Kim Bobo, Jackie Kendall, Steve Max (Seven Locks Press, 1991, 1996, 2001). With over 50,000 copies sold, it can be found on the bookshelves of organizers nationwide; and *Citizen Action and the New American Populism*, Heather Booth, Harry Boyte, Steve Max (Temple University Press, 1986).

**Vollie Melson****Track 6, Session D**

Vollie serves as the Director of Major Gifts for the Chesapeake Bay Foundation. Before coming to CBF, he was the Vice President for Development at Wesley Theological Seminary in Washington, DC from 2003 to 2007. Originally from Delaware, Vollie helped establish the AmeriCorps program in his home state as the Executive Director of the Delaware Community Service Commission and later served as the President of the national AmeriCorps alumni association.

**Harvey Metro****Track 5, Session C**

Harvey has been a partner in the accounting firm of Metro Metro and Associates since 1994, during which time he has assisted hundreds of nonprofit and for profit organizations with their accounting and tax needs. His background as a college instructor enables him to explain not only what work is being done but the reason for doing it. Prior to his work in public accounting, he was the controller of a publicly held international manufacturing firm. This inside experience has helped him to understand better the inner workings of his clients' operations. Currently, he holds the board position of Treasurer for the Olney Boys and Girls Community Sports Association and the Bnai B'rith Homecrest House, both \$2+mil nonprofit organizations in Montgomery County, MD. He is a frequent presenter for the Center for Nonprofit Advancement and the Maryland Association of Nonprofit Organizations.

**Laurie Moy****Track 4, Computer Lab**

Laurie is interested in the use of technology to strengthen organizations involved in social change. She has a great deal of experience in using the internet for nonprofits - particularly in the field of online volunteering and volunteer management. In addition to forming and running a small nonprofit of her own, Pearls of Africa (<http://pearlsof africa.org/blog/>), she has spent considerable time coaching organizations around the world on how to use the web for campaign promotion and for mobilizing online volunteers. Laurie is also keenly interested in nonprofit use of web 2.0 tools, such as wikis, blogs and online social networks. She maintains two blogs, [www.40Brown.wordpress.com](http://www.40Brown.wordpress.com) and [www.gradmama.wordpress.com](http://www.gradmama.wordpress.com).

**Pat Munoz****Track 6, Session F**

Pat is currently serves as a consultant in fundraising and institutional development. From 1994 to 2007, she worked for River Network, assisting with fundraising and directing the Organizational Development Program for a number of years. Prior to that, she served as Vice President for Development Programs at American Rivers for 15 years. Pat has over 30 years of experience in nonprofit fundraising and institutional development. She has served on the boards of a number of nonprofits, including the West Virginia Rivers Coalition, the Cacapon Institute, the Coalition for the Capitol Crescent Trail and the Potomac Riverkeeper. She holds a B.A. in Latin American History from American University in Washington, D.C. and served for a number of years as Records Manager/Archivist at the Inter-American Development Bank in Washington, D.C.

**Geordie Newman****Track 2, Session F**

Geordie is the Director of Habitat Restoration for Western Field Office of the Chesapeake Wildlife Heritage (CWH) located in Hagerstown, MD. CWH recognizes the importance of restoring habitat in the western regions of Maryland, southern Pennsylvania, West Virginia and Virginia. The mission is to restore critical wildlife habitat on ecologically sensitive land and promote land preservation agreements.

**Mary Ellen Olcese****Track 6, Session A/B/E**

Mary Ellen joined River Network as the Mid-Atlantic Program Manager in January 2008. She works with river and watershed groups in the Mid-Atlantic region with special focus on the Chesapeake Bay. Based in St. Michaels, Maryland, she brings to the position 20+ years of experience working with nonprofit organizations, as an Education Director, Development Director and Executive Director. Since 2001 she worked as an independent consultant for community and conservation groups on issues of fundraising and institutional effectiveness. She received her undergraduate degree from the University of Pennsylvania and a masters from Boston University.

**Bill Painter****Track 3, Session D**

Bill is an Environmental Protection Specialist in the Watershed Branch of the EPA Office of Water, in Washington, DC. His primary duties at EPA included training EPA staff and others in the basics of the Clean Water Act, review of water quality assessment methodologies, and working to foster integration across water programs. Prior to coming to OW in 1999, Bill worked 12 years in the EPA Office of Policy. For seven of those years, he served as the chief of the Water Policy Branch, a small “think tank” dedicated to the identification of cutting edge issues and the application of innovative approaches to addressing water quality issues. Previous to coming to EPA, Bill worked for 17 years in the environmental nonprofit community, for a number of different national and local organizations, on a variety of water resource issues.

**Justin Pollock****Track 5, Session E/F**

Justin is the Director of Training Services at Maryland Nonprofits. He brings a diverse set of experiences to the organization as an educator and organizational consultant. Prior to coming to Maryland Nonprofits, Justin worked as an independent consultant providing technical assistance to nonprofits in Washington DC and the San Francisco Bay Area. His nonprofit work includes board development, board retreat facilitation, strategic planning, program development, technology integration, and staff development training. He has more than 15 years of experience in the education field with an extensive background in the areas of leadership development, organizational management, group process facilitation, curriculum development, experiential learning, teambuilding, and adult education. Justin holds a dual B.A. in Organizational Theory and Environmental Studies from Pitzer College and a masters in Education from Stanford University.

**Kincey Potter****Track 6, Session F**

Kincey has been President of the South River Federation Board for the last three years and has been a “hands-on” volunteer in the transition of the group from all volunteer to a staffed organization. Two years ago the Federation selected E-Tapestry for a member data base. Prior to retiring Kincey was a Vice-President with American Management Systems and a project manager for large scale information systems projects.

**Lisa Rau****Track 5, Computer Lab**

Lisa is the CEO and co-founder of Confluence ([www.confluencecorp.com](http://www.confluencecorp.com)), an information technology support services firm created specifically to build capacity within the nonprofit sector, through the use of information technology. With over 325 nonprofit customers, Lisa is active in the technology-for-nonprofits movement both locally and nationally. A frequent invited speaker, she consults in areas including strategic technology planning, fundraising and budgeting for technology, and using IT to support the mission of nonprofits. She has a B.S., M.S. and Ph.D. in Computer Science.

**Dan Rosen****Track 2, Session C**

Dan has been with Maryland Department of Planning (Conservation Program Development and Implementation) since 1994, with a short detour into the private sector. He has helped counties throughout Maryland to expand their land conservation and land use planning programs in support of the state's Smart Growth initiative. Dan has both a B.A. and an M.A. in English and also received a Masters in Community Planning degree from University of Maryland.

**Rupert Rossetti****Track 2, Session A/B**

Rupert has a long track record of working with citizen conservation groups in Maryland and beyond. He is Director of the Octoraro Watershed Association and was instrumental in organizing a series of Land Use Forums which led to the creation of the Cecil Land Use Alliance, a coalition working to promote responsible land use and stewardship in Cecil County. He is currently a member of the Cecil County Comprehensive Plan Citizen Oversight Committee.

**Tom Schueler****Track 3, Session E**

Tom has more than 25 years experience in practical aspects of stormwater practices to protect and restore urban watersheds. Tom founded the Center for Watershed Protection in 1992, and has launched the Chesapeake Stormwater Network in 2007 as a new organization whose mission is to improve on the ground implementation of more sustainable stormwater management and environmental site design practices in each of 1300 communities and seven states in the Chesapeake Bay Watershed. Tom has written or co-written more than a dozen local and state stormwater engineering design manuals, and developed or refined the first design specifications for bioretention, wet ponds, constructed wetlands, filtering systems, and dry swales. Tom has worked directly with DNR and MDE to implement more stringent stormwater rules in the Maryland Critical Area and the 2000 Stormwater Design Manual.

**William A. (Skip) Stiles, Jr.****Track 1, Session C**

Skip is executive director of Wetlands Watch, a statewide nonprofit environmental group based in Norfolk, VA. Prior to his current position, starting in 1998, Mr. Stiles was an independent consultant, providing editorial and public policy services to a number of clients on issues related to science, the environment, and public policy. A partial list of his clients includes: the White House Office of Science Policy, the Rockefeller Foundation, the Pew Charitable Trusts, the Pew Center on Agricultural Biotechnology, RAND Corporation, and the National Academy

of Sciences. From 1976 to 1998, Mr. Stiles served in a number of senior staff positions in the US House of Representatives and was recently appointed to Governor Kaine's Commission on Climate Change. He also serves as vice president of the Virginia Conservation Network, a statewide coalition of over 100 environmental and conservation groups. He has an adjunct position at Old Dominion University where he teaches a graduate course on science and public policy. His wife, Margie Mulholland, is an Assistant Professor of Oceanography at Old Dominion University. Their two children, Maeve and Patrick, are the inspirations for their work on environmental and natural resources issues.

**John Theilacker, AICP**

**Track 2, Session A/B**

John is the associate director Brandywine Conservancy Environmental Management Center, managing this regional land trust's municipal assistance program that develops and helps to implement planning and conservation tools for Pennsylvania and northern Delaware communities. John helps municipalities create Transferable Development Rights (TDR) programs, and is a contributing author to the Conservancy's 2008 Lancaster County TDR Practitioner's Handbook, and its 2003 Transfer of Development Rights Manual for Pennsylvania communities.

**Chris Trumbauer**

**Track 1, Session E**

Chris has recently taken the position of West/Rhode Riverkeeper, bringing with him his technical experience as a field biologist for the Department of Natural Resources, where he served as a supervisor in the water quality monitoring program. Chris also currently serves as Vice President of the South River Federation board, as well as chairman of the South River Federation's Science and Technical Committee. As such, he is responsible for organizing the annual South River Watershed Snapshot, a substantial volunteer water quality monitoring event. Chris is also a member of the Annapolis Environmental Commission. Chris holds a bachelor's degree in chemistry from the University of Maryland.

**Kelly Watkinson**

**Track 2, Session F**

Kelly is the Senior Director of Land Protection and is based out of the Potomac Conservancy's Shenandoah Resource Center in Winchester, Virginia. In this capacity she is responsible for overseeing and carrying out the Conservancy's land protection and restoration efforts in the Potomac Watershed. Prior to her work with the Conservancy, Kelly worked for Virginia Department of Conservation & Recreation, where she was the Watershed Coordinator for the York and Rappahannock River Basins. A former Peace Corps volunteer, she has also worked to promote conservation and sustainable farming techniques in Guatemala. Kelly holds a degree Environmental Science and Management from Indiana University's School of Public and Environmental Affairs.

**Aimee Weldon**

**Track 2, Session D**

Aimee manages the Living Lands Project at Defenders of Wildlife. In this role, she works to provide resources, funding and support to local land trust across the country working to

protect and restore native wildlife and habitats. Prior to joining Defenders, Aimee coordinated the Virginia Important Bird Areas program for the National Audubon Society. She holds a M.S. in Zoology from North Carolina State University and a B.A. in Biology from the College of St. Benedict in Minnesota.

### **Michael Williams**

### **Track 1, Session E**

Dr. Williams is an Associate Research Scientist and Science Integrator at the University of Maryland Center for Environmental Science (UMCES) and Integration Application Network, respectively. Dr. Williams holds a Ph.D. in Ecology, Evolution, and Marine Biology from the University of California (UC) at Santa Barbara, a M.S. in Environmental and Estuarine Science from the University of Maryland, and a B.A. in Aquatic Biology from UC Santa Barbara. His prior work includes research on the biogeochemistry of rivers in Brazil, nutrient cycling in Amazon rainforests, effects of land-use change on aquatic systems, and alpine watershed hydrology and hydrochemical modeling.

### **Doug Wolfgang**

### **Track 2, Session C**

Doug moved up as Director of the Bureau of Farmland Protection for the Pennsylvania Department of Agriculture (PDA) in 2007 after working for it since 1998. Prior to his work at PDA, Doug administered the Lebanon County's (PA) Farmland Preservation Program for four years. He received his Bachelors degree in Geo-Environmental Studies from Shippensburg University of PA. Doug was raised on a farm in Schuylkill County, PA which is now preserved.

### **Tiffany Wright**

### **Track 1, Sessions A/B/3C**

Since joining the Center in 2002, Tiffany has worked on many projects, including: developing watershed management plans, writing and editing research articles and manuals, participating in workshops and better site design roundtables, and conducting upland pollution prevention/source control as well as other watershed assessments. She has been a featured author in the Environmental Law Institute's National Wetlands Newsletter. She has also co-authored several Center publications including the three-part Urban Watershed Forestry Manual, Urban Subwatershed Restoration Manuals, and articles in the Wetlands and Watersheds series. In her spare time, Tiffany enjoys painting pottery, playing with her cats and dog, and watching House. Tiffany holds a B.S. in Marine Science from Coastal Carolina University in Conway, SC.

### **Ken Yetman**

### **Track 1, Session D**

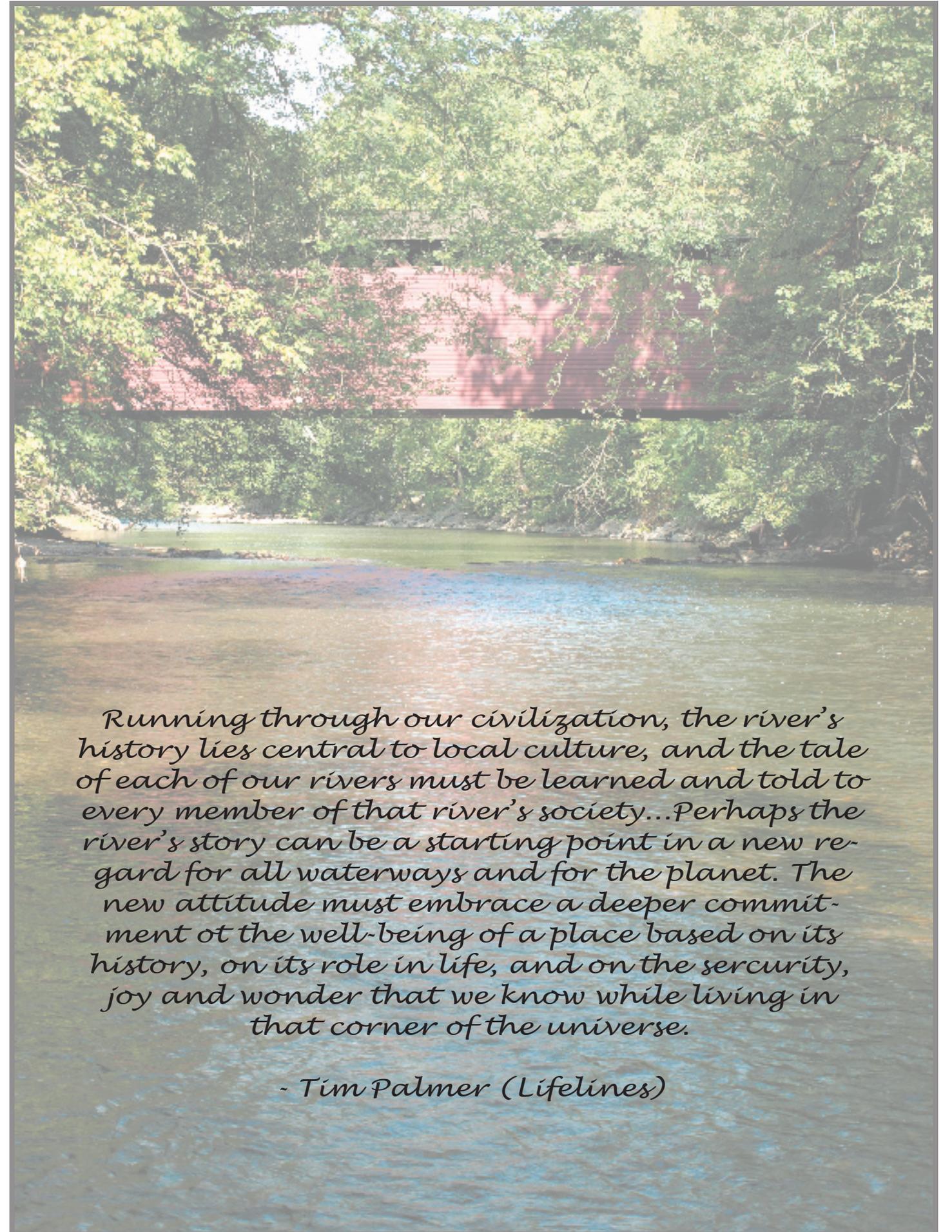
Ken received his masters in Marine Sciences from the University of South Carolina before he moved to Maryland where he has worked as an aquatic ecologist for the last 28 years. For the last 23 years, he has worked for the Maryland Department of Natural Resources (DNR) where he is presently a member of DNR's Watershed Services Unit. As a member of DNR's Watershed Restoration Division, Mr. Yetman is responsible for overseeing watershed wide stream assessments. As part of this work, he has developed the Stream Corridor Assessment survey. The survey is designed as a tool that watershed managers can use to identify both environmental problems and restoration opportunities.

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*Running through our civilization, the river's history lies central to local culture, and the tale of each of our rivers must be learned and told to every member of that river's society...Perhaps the river's story can be a starting point in a new regard for all waterways and for the planet. The new attitude must embrace a deeper commitment of the well-being of a place based on its history, on its role in life, and on the security, joy and wonder that we know while living in that corner of the universe.*

*- Tim Palmer (Lifelines)*