

EDUCATIONAL OFFERINGS AND DESCRIPTIONS

Friday Sessions | 1:30 to 3:00 pm | Session A

FRI-A.1: A Taste of the Chesapeake Monitoring Cooperative

This session is an opportunity to learn about water quality monitoring in the Chesapeake watershed and how your organization can become part of the Chesapeake Monitoring Cooperative (CMC). You will be introduced to the different monitoring protocols that the CMC trains monitoring groups in and how that data is passed along to the Chesapeake Bay Program and other government agencies. You can learn about the equipment that CMC groups use to collect water quality data and get a short introduction to the Chesapeake Data Explorer, the data portal for the Chesapeake Monitoring Cooperative.

Workshop Level: Introductory

Emily Bialowas is the program coordinator for the Chesapeake Monitoring Cooperative at the Izaak Walton League of America. Emily completed her master's degree in natural resources at the University of New Hampshire, where she focused on coastal policy and management. She has experience in stream restoration, invasive species control, and watershed education.

FRI-A.2: Utilizing the Urban Forest for Stormwater Management

Urban forests provide tremendous benefits for capturing, treating and storing rainwater. Trees should be a key tool in managing urban stormwater yet many cities don't include trees in their MS4 Programs. This workshop will show how to map the urban forest and then utilize a new tool to calculate stormwater uptake by trees. The project will help communities use their urban forests as a vital tool for managing and reducing stormwater runoff. Findings from this 12 city research project will be shared along with the new Land Image Analyst Tool that can be used to create spatially accurate tree canopy data.

Workshop Level: Introductory

Karen Firehock directs the Green Infrastructure Center and leads planning and research projects to map, conserve or restore natural resources in wild and urban landscapes across eight states. She has authored books, videos and webinars, including Strategic Green Infrastructure Planning: A Multi-Scale Approach. Karen is an adjunct professor at University of Virginia (UVA) and worked for the UVA Institute for Environmental Negotiation where she led multi-stakeholder watershed planning projects. She also was the national Save Our Streams Program Director at the Izaak Walton League of America. She has a B.S. in Natural Resources Management, University of Maryland and a M.P. in Urban and Environmental Planning, University of Virginia.

John Scrivani is the GIC's Senior Forester and Analyst. He develops models to map natural resources for creating green infrastructure plans, develops urban forest management strategies, calculates ecosystem services and develops new models and tools. He also is an adjunct professor at the University of Richmond, teaching advanced spatial analysis and remote sensing technologies. John also was a Geospatial Program Manager for the Virginia Geographic Information Network for seven years, a Research Forester for the Virginia Department of Forestry for 20 years, an Assistant Professor of Forestry at Virginia Tech for four years, and a Community Planner in Miami, Florida, and Asheville, North Carolina, for a total of four years.

FRI-A.3: Implicit Bias and Gender in Conservation

It's in the news – what about in your work? In this participatory workshop, leaders will understand a framework and current data about gender bias against women in the environmental and conservation community. Come explore and assess both personal and organizational experiences, and frame up specific steps to address implicit gender bias.

Workshop Level: Introductory, Intermediate

Sarah Clark, Senior Associate with the Institute for Conservation Leadership (ICL), has over 20 years of experience developing and leading local and national programs, collaborative efforts, and leadership development initiatives with membership, advocacy, volunteer and community-based organizations. A skilled facilitator, Sarah is adept at working with leaders to assess needs, clarify outcomes and develop strategies to create change and meet goals. Sarah currently leads ICL's efforts with the Delaware River Watershed Initiative, facilitating network development and collaboration with the initiative's 50+ organizations. She has a master's in organization development from American University and a B.A. in Sociology from Miami University.

Katie Chang has been with the Land Trust Alliance since 2007. In her role as educational services manager, Katie helps connect member land trusts to the Alliance's educational resources and online learning. She manages the popular Land Trust Salaries and Benefits Survey, the National Land Trust Census, and the Learning Center.

FRI-A.4: Volunteer Monitoring: Consensus Based Views of Watershed Improvement

Volunteer monitoring efforts and the diverse demographics they attract are the foundation to correlating on-the-ground restoration to environmental responses. In the following session we will take a hands-on approach that explores how to establish volunteer water quality monitoring programs that can measure the impact of both positive and negative changes on the landscape. Participants will learn about new and existing volunteer protocols such as Save our Streams and the technologies that support the management, dissemination, and storage of the vital data they produce. Session participants will experience the full process of collecting data in the field to converting that data into actionable information through study design and an interactive experience.

Workshop Level: Intermediate, Advanced

John Dawes is the Executive Director and founder of the nonprofit organization, Chesapeake Commons. He leads the organization in creating and connecting stakeholders with digital tools for improving the health of the Chesapeake Bay ecosystem. One such example is the Water Reporter platform that empowers community members to map qualitative and quantitative information about local water bodies. John holds a M.S. in Geographic Information Systems from Johns Hopkins University and is a self-taught front-end software engineer. When not at work John manages his grass-fed Angus beef farm where he works to implement and maintain best management practices and DIY technology to measure their effectiveness.

Danielle Donkersloot has worked in the conservation field for more than 20 years, with a focus on volunteer stream monitoring for the last 16 years. Most recently, she served as the Volunteer Monitoring Program Director for the New Jersey Department of Environmental Protection (DEP), where she launched a statewide citizen stream monitoring program. She created a quality assurance program that led to a 20-percent increase in the state's use of volunteer-collected stream monitoring data. Danielle is also an active member of the National Water Monitoring Council, where she represents the volunteer water monitoring community on a national scale. She has a bachelor's degree in environmental studies from the Richard Stockton College of New Jersey (now Stockton University).

Matt Pluta transplanted to the Eastern Shore from the Great Lakes region and with him he brought his passion for clean water, outdoor recreation, and promoting the things he loves. As Choptank Riverkeeper, Matt is dedicated to safeguarding the long-term health of the river, guarding against illegal and harmful pollution, and building a stronger voice for the protection of the river's natural resources. Matt has a degree in biology and environmental studies from Penn State University and is currently pursuing a master's degree in environmental policy. His

professional experience includes water quality monitoring, environmental policy, community organizing, and advocacy.

FRI-A.5: CBLP Certification: Partnership Successes and Impacts

From its inception, the Chesapeake Bay Landscape Professional Certification (CBLP) program has been a highly collaborative effort, involving partners from local government, academia, trade organizations, watershed groups, and the private sector to help us develop, host, and lead the program. This workshop will focus on demonstrating how CBLP's recent collaborations help our partners to meet water quality and habitat restoration goals, increase private sector and private property owner involvement and engagement, and address common barriers to implementing attractive and functional green infrastructure practices. The workshop will also highlight how CBLP has become a resource for partners in the Bay watershed, including specific recent examples of how CBLP training, course materials, and certified professionals are valued resources. Piloted in 2016, and launched in May 2017, CBLP was designed to create a network of landscape professionals prepared to be better habitat, bay restoration and stormwater partners. We now have trained over 300 certified CBLPs, who are ready to assist you as consultants, employees, and contractors. We will include two different exercises: 1) What to look for during a BMP verification inspection (using the visual indicator technique developed by the Chesapeake Stormwater Training Partnership) and 2) What to include in BMP/Conservation Landscape Maintenance Plans using our award-winning Sustainable Landscape Maintenance Manual.

Workshop Level: Intermediate, Advanced

As Coordinator of the CBLP certification initiative since 2015, **Beth Ginter** is responsible for overseeing all aspects of this new program which aims to ensure consistent training and practice standards for landscape professionals working in the fields of sustainable design, installation, and maintenance across the Chesapeake Bay region. Following a 15 year career in the pharmaceutical industry, where she directed global medical education and scientific communications programs, Beth founded a landscape consulting and design firm, The Honeybee Group, in 2005 to provide sustainable design solutions for residential clients and schools in the Washington, DC area. She holds a master's degree in sustainable landscape design from The George Washington University and a B.A. in English from Virginia Commonwealth University. Beth has served on the Boards of the Chesapeake Conservation Landscaping Council and two independent schools in the DC area, and on the program committee for the DC Landscape Designers Group, and she is currently an advisor to Urban Ecosystem Restorations.

Shereen Hughes is Assistant Director, Wetlands Watch, Inc. and Virginia Coordinator, CBLP. She holds a B.S. in Geology from James Madison University and Certificate of Landscape Design from George Washington University. She is a member of the Norfolk Watershed Task Force and co-planned: Collaborative Summit on Protecting Water Quality on Urban Suburban Properties in Virginia, Tidewater Rising Resiliency Design Challenge and Virginia Beach Sea Level Rise Listening Sessions. Shereen educates, engages and prepares professionals to use adaptation strategies to comply with current water quality and stormwater regulations, reduce flooding, protect natural resources and increase resiliency to sea level rise.

David J. Hirschman manages Hirschman Water & Environment, LLC, consulting firm based in Charlottesville, VA. He has over thirty years of experience with stormwater and water resources management in the public, private, academic, and non-profit sectors. He has taught at the University of Virginia and Virginia Tech and led workshops in many U.S. states and territories. Previously, Hirschman worked for the Center for Watershed Protection, and served as the Water Resources Manager for Albemarle County from 1993 to 2004. He has a B.A. in Biology from Duke University and a master's in urban & regional planning from Virginia Tech.

FRI-A.6: Meaningful Watershed Educational Experiences for Youth

The future health of our environment, economy, and communities depends on an environmentally literate and engaged citizenry. Environmental education provides youth with a deeper understanding

of environmental issues and builds the skills needed to make informed and responsible decisions. One model to environmental education promoted in the Chesapeake Bay Agreement and throughout the Chesapeake region by funders, government agencies, and nonprofits is the Meaningful Watershed Educational Experience (MWEE). MWEEs engage youth in a hands-on investigation of a local environmental issue through a combination of classroom and outdoor learning which culminates in students addressing their issue through action in their community. Participants will learn about the MWEE model and how to plan, implement, and evaluate a MWEE with a hands-on audit evaluation activity. In addition, participants will learn about the suite of products and resources that exist to support their education activities.

Workshop Level: Introductory, Intermediate

Emily Stransky joined the Chesapeake Bay Trust in January 2015 and now leads the Trust's Watershed Assistance, Mini K-12 Environmental Education, and Charles County Forestry grant programs. Emily graduated from the University of Maryland with a degree in environmental science and policy, concentrating in wildlife ecology and management. After graduating, she entered the environmental education field, participating in the Chesapeake Bay Trust's Chesapeake Conservation Corps Program where she was stationed at Eden Mill Nature Center in Harford County. Prior to starting at the Trust, she worked at Irvine Nature Center, coordinating corporate and school service projects and leading field trips and camp-outs.

Tara Drennan joined the Trust in 2011 and leads the Chesapeake Bay Trust's Chesapeake Conservation Corps Program and K-12 Environmental Education programs and initiatives that focus on building capacity for the advancement of environmental literacy in schools and improving the green career pathway for youth in Maryland and the region. Tara works with teachers, school systems and organizations to implement projects and programs that infuse K-12 environmental education into school curriculum, promote outdoor and experiential learning and support career and leadership development in youth. Tara graduated from Ursinus College with a B.A. in Political and Environmental Science, M.S. in Environmental Science and Policy from Johns Hopkins University and a certified Maryland Master Gardener. She also is a Senior Fellow in the Environmental Leadership Program for the Chesapeake Region.

FRI-A.7: Pollution Solutions: Stormwater Persuasion Strategy Training

We've assembled a collection of alluring and succinct factsheets/materials that help advocates make the case for stormwater investments with local decision makers. This session will train attendees how to effectively wield tools to communicate to decision makers about the need for stormwater practices. We'll explore who are the most important target audiences, create strategies to find the right messages and messengers, and through hands-on training coach participants on how to set up and make the most of face-to-face meetings. Leave this session with the tools and training needed to best communicate and educate others on the importance of stormwater projects.

Workshop Level: Intermediate, Advanced

Ben Alexandro is Water Policy Advocate at Maryland League of Conservation Voters (LCV) and leads Maryland organizations in conservation and advocacy in the Choose Clean Water Coalition. He is spearheading the creation of the Pollution Solutions stormwater communications campaign, collecting and showcasing stormwater success stories from throughout Maryland. Before Maryland LCV, Ben coordinated Potomac Watershed Partnership with Cacapon Institute and worked on stormwater and green infrastructure issues with Environmental Finance Center. Ben has a M.S. in Conservation Biology & Sustainable Development and a M.P.P. in Environmental Public Policy from University of Maryland as well as a B.S. in Wildlife Conservation from University of Delaware.

Friday Sessions | 3:30 to 5:00 pm | Session B

FRI-B.1: Incorporating Best Management Practices into Environmental Planning

Practitioners will share information and knowledge about how to incorporate best management practices (BMPs) into capital projects and maximize benefits attained for the lowest cost. You will leave the session knowing how to quantify the benefits using a proven tool - CAST.chesapeakebay.net. You will learn how to determine which practices have an impact on other factors of local concern, like bacteria, stream health, and fish habitat. Then learn how you can generate outputs with real information in a variety of formats. These outputs can be used directly in communication with local citizens or local government officials.

Workshop Level: Intermediate

Olivia Devereux is an environmental scientist with expertise in BMP planning and implementation and nutrient trading. She has performed water quality assessments and is the scientific lead in developing CAST-2017 and has played a key role in many other environmental modeling initiatives.

Matthew Pennington is an award winning stormwater professional (2014 Stoneroller Award Winner; Chesapeake Bay Stormwater Network) currently working for the West Virginia Eastern Panhandle Planning and Development Council as their Chesapeake Bay Coordinator. He assists local government and non-government organizations achieve a balance between economic and population growth with our natural resources such as water, air, and land. He was recently appointed to chair the Chesapeake Bay Local Leadership Management Strategy Workgroup to continually increase the knowledge and capacity of local officials on issues related to water resources and in the implementation of economic and policy incentives that will support local conservation actions. Matthew earned his degree in Urban in Regional Planning. He has worked for public planning commissions reviewing development plans, as well as private engineering firms designing development projects for review and approval from zoning and planning boards.

Lori Yeich serves as the Recreation and Conservation Manager at the Pennsylvania Department of Conservation and Natural Resources. In this role she is responsible for coordinating the environmental planning in the region.

FRI-B.2: Self-Care in Trying Times

Experiencing stress and burnout? Step away from the intensity and reinvest in yourself to help sustain your energy and spirit. Take a breath, assess your strategies, and leave with specific ways to take care of your mind, body and spirit in this highly participatory workshop.

Workshop Level: Introductory, Intermediate

Sarah Clark, Senior Associate with the Institute for Conservation Leadership (ICL), has over 20 years of experience developing and leading local and national programs, collaborative efforts, and leadership development initiatives with membership, advocacy, volunteer and community-based organizations. A skilled facilitator, Sarah is adept at working with leaders to assess needs, clarify outcomes and develop strategies to create change and meet goals. Sarah currently leads ICL's efforts with the Delaware River Watershed Initiative, facilitating network development and collaboration with the initiative's 50+ organizations. She has a master's in organization development from American University and a B.A. in Sociology from Miami University.

FRI-B.3: Urban Parks with Purpose: Facilitating Diverse Community Engagement and Equitable Development in Urban Conservation Projects

The Conservation Fund (TCF) through "Urban Parks with Purpose" program, has worked with lead partners in Anacostia and Baltimore to facilitate and support collaborative approaches to engaging community participation in Green Infrastructure and Park Revitalization projects. The experience in each city project is unique and specific but the overarching theme that TCF has reinforced in each is centering diverse and authentic community engagement through the process of urban greenspace conservations. The goal has been to make lasting impacts on communities and organizations not only through the physical changes and investments in the parks but also in transforming the way environmental organizations engage with underserved communities and work to combat forces of

social and economic displacement that too often coupled with greenspace redevelopment projects. In this presentation we will share challenges and successes to achieving the vision of creating “Urban Parks with Purpose”.

Workshop Level: Introductory, Intermediate, Advanced

Stacia Turner has over a decade of experience engaging the community and youth in environmental education and advocacy and urban sustainability issues. She works in the Urban Parks with Purpose program to assist communities across cities in the Southeast advocate for urban greenspace acquisitions and sustainable urban remediation projects. She holds a M.S. in Environmental Studies from SUNY College of Environmental Science and Forestry, and a B.A. in Sustainability from Arizona State’s Global Institute of Sustainability.

FRI-B.4: Data Interpretation and Visualization Techniques

This session will provide participants with information and tools for organizing, interpreting, and displaying their data in digestible and understandable ways for their selected audience. We will explain and demonstrate the many ways that data can be visualized, and increase participant knowledge of the concept of ‘data interpretation’ and how it can be used in their work. Hands-on activities include cleaning your data, visualizing your data, and improving presentation skills.

Workshop Level: Introductory, Intermediate

Caroline Donovan is a Program Manager for the Integration and Application Network (IAN) and oversees project management, science communication, and data analysis. She has 10 years of experience with ecosystem health report cards and leads the annual production of the UMCES Chesapeake Bay Report Card. Caroline has extensive experience in integrating scientific data into overall assessments, and in generating science communication materials. She has been teaching data interpretation, visualization techniques, and science communication for over ten years.

Alexandra Fries is a Senior Science Communicator for IAN with extensive experience in data analysis, synthesis, mapping, interpretation, and communication. Alexandra’s work in environmental management has been focused on assessment, monitoring, and management of aquatic, marine, and terrestrial ecosystems. Alexandra has experience working with a diverse group of partners including those in local, state, and federal government, non-governmental organizations, non-profit organizations, private industry, and academia. Within IAN, Alexandra conducts data analysis, synthesis, and communication by completing environmental report cards, updating the IAN website, and conducting science communication courses.

FRI-B.5: Putting Collective Impact into Action to Solve Our Toughest Challenges

Successful collaborative and coalitions have existed for decades. While many of the same practices translate to Collective Impact, this model for creating lasting solutions to social and environmental problems on a large-scale, requires a different kind of leadership from executives in the nonprofit and social sectors, and better tools and techniques to help groups move from good intentions to lasting collaboration and impact. Learn from two on-going Collective Impact initiatives, including one focused on clean water, practices you can use in your home communities to develop plans co-created and co-owned by nonprofits, community members, government, faith groups, business leaders, and philanthropy.

Workshop Level: Introductory

For over a decade, *Bess Langbein* has led, built and grown organizations across the social impact sector. In her work at Due East Partners, Bess specializes in business and strategic planning, stakeholder engagement, cross-sector collaborations, philanthropic advising, and organizational design and fundraising. She has worked with community leaders and organizations to co-create and implement broadly owned strategic plans using the Collective Impact model to address complex challenges.

Coordinating a diverse group of leaders and experts from multiple sectors, **Allyson Gibson** steers the Lancaster Clean Water Partners work, which has a mission of clean and clear water for Lancaster County. After attending the University of Richmond for college, Allyson spent 13+ years with the Chesapeake Bay Foundation on Smith Island and in Annapolis working with teachers and communities to improve communication and education for systems and classrooms. Her current role with the Lancaster Clean Water Partners is an ideal combination of work experiences and life passions.

FRI-B.6: USDA NRCS Programs and Partnership Opportunities

Natural Resources Conservation Service (NRCS) provides technical and financial assistance to help farmers, ranchers and other landowners voluntarily plan and implement conservation activities on private lands. Most NRCS programs can be directly accessed by the farmer or landowner, while some such as the Agricultural Land Easement program requires a non-federal partner. Almost all offer partnership opportunities with federal, state and local agencies or private entities at the project planning, development, implementation and/or monitoring stages. This presentation will summarize key programs with examples of projects and provide opportunity for discussions about possible new projects.

Workshop Level: Intermediate, Advanced

Barry Frantz has been serving on the NRCS's Conservation Initiatives Team in Washington DC since July 2016, coordinating multi state projects including the Ogallala Aquifer Initiative, Red River Basin Initiative, Driftless Area Landscape Conservation Initiative, Sentinel Landscapes, along with Chesapeake Bay support. Prior to coming to the NRCS national office, Barry worked in Pennsylvania for Soil Conservation Service (SCS) and NRCS at the county and state level as soil conservationist, District Conservationist, State Resource Conservationist and Assistant State Conservationist for Programs.

FRI-B.7: (TWO 45-Minute Sessions) Real Data for Real World Learning AND Treating & Teaching: A Schoolyard Greening Partnership

First Session – Real Data for Real World Learning

Create innovative partnerships with local school districts to promote stewardship behaviors and attitudes in the next generation. Meet school standards by utilizing environmental data to promote decision-making skills in our schools and community. Explore the concept of a Meaningful Watershed Educational Experience and lessons learned in applying data within an environmental education setting.

Workshop Level: Introductory, Intermediate

As Miles-Wye Riverkeeper, **Elle Bassett** is dedicated to the protection and restoration of our rivers. To achieve this, Elle is involved in ShoreRivers' environmental education and outreach programs, oyster restoration, water quality monitoring, and restoration projects. Elle attended Washington College for her undergrad and has a master's in environmental education. She is a certified "Natural Leader" by the Children & Nature Network and has previously worked with the Chesapeake Bay Trust and NOAA.

In 2013, **Suzanne Sullivan** migrated from her beloved hometown of Boston, Massachusetts (city of champions) to the Eastern Shore of Maryland and has made a home-away-from-home in Cambridge, Maryland. An avid outdoors woman, Suzanne loves living steps away from the Choptank River and seeing her neighbors on the land and the water. Suzanne works in the Eastern Shore communities to introduce people of all ages to the river through education programs and improve water quality through community stewardship and restoration projects. Suzanne has a degree in biology from University of Massachusetts Amherst and has experience in coastal wetland research, environmental consulting, and secondary education.

Second Session – Treating & Teaching: A Schoolyard Greening Partnership

Public schools are prominent landmarks, community anchors with extensive roofs and parking lots. As such, they are ideal locations to host high visibility stormwater best management practices (BMPs). When supplemented by training and programming, these BMPs provide a unique opportunity to incorporate environmental literacy curriculum and outdoor learning for the next generation of environmental stewards. Join members of Treating & Teaching, an innovative partnership from Prince George’s County, Maryland, as they highlight the group’s efforts to educate and engage all members of the school community about stormwater stewardship: teachers, leaders, students, and maintenance staff.

Workshop Level: Intermediate

James Roberson works for Prince George’s County Public Schools located in the Washington, DC metro area, as an Instructional Specialist for Environmental Literacy. James is housed at the William S. Schmidt Outdoor Education Center (Schmidt Center) in Brandywine, MD. James leads an Environmental Literacy team in creating, implementing and monitoring programs and initiatives developed to support environmental education and Maryland’s Environmental Literacy Standards. He also provides educational leadership to staff, schools and community partners through curriculum development, teacher professional development, on site program implementation, and fostering partnerships that support the mission of the Schmidt Center.

Karen Bowlding is an Environmental Inspector with 21 years of service in the Building Services Department for Prince George’s County Public Schools (PGCPS). PGCPS is one of the nation’s largest school districts with 208 facilities and over 130,000 students. Her main work consists of managing asbestos, indoor air quality, and water quality. Karen has also been working with Building Services personnel in the Treating and Teaching: Storm Water Management training. She is a member of the PGCPS Executive Council for the Environmental Studies Program.

Josh Clark is an environmental designer who specializes in innovative, resilient, and ecologically expressive landscape design, storm water management, and native plantings. He is responsible for managing, administering, and implementing programs and projects within DC and Maryland that engage communities and stakeholders in the Anacostia Watershed Society’s restoration efforts. He has worked with conservation districts rehabilitating streams and floodplains, at nurseries developing horticultural expertise, and with planning departments and architectural firms tackling small and large scale design projects. He is passionate about environmentally conscious and sustainable techniques and materials that benefit local watersheds and the greater Chesapeake Bay.

Saturday Sessions | 8:30 to 10:00 am | Session C

SAT-C.1: A Planet of Plastic

While the production of plastic only really ramped up around 1950, we have buried our planet in more than 6.9 billion tons of plastic products since. What are the implications for our environment, wildlife, and humans? Can the wave be stopped or even slowed? This session will address the types of plastics that end up in our waterways, how they get there, the impacts, and some positive actions we can take. Participate in hands-on activities to engage communities in understanding the enormity of the problem and how they can be part of the solution!

Workshop Level: Intermediate

Cindy Etgen is an Education Section Chief for the Maryland Department of Natural Resources (MD DNR) where she has worked for 30 years. During her tenure at MD DNR she has provided professional development for thousands of teachers and other educators, helped write award winning curriculum, and developed state wide education programs. She has presented at dozens of professional conferences including the National Science Teachers Association, the North American Association of Environmental Educators, American Fisheries Society, and more.

Cindy is also current a part-time Professor at Towson University where she teaches Life Sciences to Elementary Education majors and in the Study Abroad program.

SAT-C.2: Goals, Strategies, Tactics – Oh My! Strategic Planning from Vision to Implementation

Come learn the role strategic planning plays in organizational health and why planning is essential to the success of your watershed organization. Through exercises and discussion, we'll review the process, roles and responsibilities, and answer FAQs. Participants will learn the difference between mission, vision and values and how these relate to the planning process. We'll dive deep into environmental scanning and situational analysis, illumination of critical issues and opportunities, and the development of strategic goals. We'll conclude by discussing the importance of plan implementation and concrete steps to ensure that your next plan does not become a doorstop.

Workshop Level: Introductory

As the mid-Atlantic Leadership Development Manager for River Network, **Caroline Bott** helps river and watershed groups achieve their missions through organizational development and capacity building training, mentoring and consultation. A seasoned nonprofit administrator and fundraising professional, Caroline has over a decade of experience in development, event planning, project coordination, volunteer management, communications, and board relations. Caroline has a master's degree in public administration and non-profit management and has worked in the health care, education and environmental sectors, including serving as the executive director of a small watershed organization in the Highlands of Virginia.

SAT-C.3: Cultivating a Healthy, Productive Team

Is your calendar full of meetings but no time to tackle projects? Is burnout a challenge in your office? Working on any social cause can result in long hours, tough challenges, and systemic staff hardships. When following your heart and passion in your job it is especially important to create the space in your annual plan for care and recovery. But, how do you develop a sustainable work environment? This workshop will explore organizational best practices that foster a healthier, more productive team, which can help minimize staff turnover and create a more supportive work environment.

Workshop Level: Introductory, Intermediate

Julie Vastine is the director of the Alliance for Aquatic Resource Monitoring (ALLARM) at Dickinson College in Carlisle, Pennsylvania. She is responsible for leadership of the ALLARM program and providing technical assistance to watershed communities interested in using science as a tool for change. Julie has worked in the volunteer monitoring field for fifteen years. In 2014, she was appointed to the National Water Quality Monitoring Council as the co-volunteer monitoring chair. In 2018, she was elected to the Board of the Citizen Science Association. A native of the Chesapeake Bay region, Julie enjoys working with community organizations to build their capacity to monitor streams and to monitor, protect, and restore water quality in Pennsylvania and New York. In addition to her love working with communities on stream monitoring.

SAT-C.4: Community-Based Social Marketing for Behavior Change

Many ecological issues are tied to human behavior. Consequently, the delivery of behavior change programs is essential to achieving natural resource conservation goals. Although information-intensive campaigns are often memorable a recent research demonstrates that information rarely results in the adoption of pro-environmental behavior. Community-based social marketing (CBSM) has emerged as an effective alternative to traditional education campaigns. Participate in this interactive session to learn the 5 behavior change steps associated with CBSM. Through hands-on activities, learn how to conduct research and strategically target specific behavior change with social science. Several case studies will be shared with participants.

Workshop Level: Intermediate

Kelley Dennings is the Founding President of the Social Marketing Association of North America. Kelley started her social and behavior change career in the recycling industry and then worked on forest conservation issues. She has conducted social marketing, social media, public relations and traditional advertising projects throughout her 20-year career. She recently completed her master's in public health at the University of South Florida where she became a certified social marketer. In her spare time she enjoys taking pictures of water towers.

Kaitlin Phelps has a M.S. degree in Natural Resources and Environment, from the University of Michigan as well as extensive coursework in the social sciences. She has built her career on improving the environment and creating sustainable communities through effective programming that fosters voluntary behavior change. Her areas of expertise include strategies to change behavior, program evaluation, and social science research. She has applied this expertise across a multitude of environmental topics, including recycling, watershed stewardship, and forestry. Her work has been published in the Journal of Applied Environmental Education & Communication and Biocycle.

SAT-C.4: Understanding and Communicating the Benefits of Riparian Buffers

Riparian restoration projects can be designed to meet the needs of all landowners regardless of property size or stream width. This session will provide guidance on how to speak with all types of landowners that own property in need of riparian restoration, including non-agricultural and small tract landowners. It will also offer talking points on how to communicate the benefits of riparian buffers to community planners. Topic info will also include some planning steps in implementing buffers. Participants will walk away with the skills to start a conversation about riparian restoration.

Workshop Level: Introductory, Intermediate, Advanced

Alysha Trexler is employed with the Western Pennsylvania Conservancy as a Watershed Project Manager. She holds a B.S. in Biology and minor in chemistry. Alysha has over 14 years of experience with water quality and biological monitoring, physical stream habitat assessment; abandon mine drainage remediation, agriculture best management practices and nutrient management, riparian habitat improvement design and installation, public education and outreach, and project management and implementation. She owns a farm and manages it in such a way that it can be used as an example to demonstrate to the agriculture community that conservation practices can be worked into farming operations.

SAT-C.6: Achieving Equity across the Watershed

Organizations and agencies are at different parts of the journey needed to weave diversity, equity inclusion, and justice (DEIJ) into the fabric of their day to day work - some are now getting past the case-making for DEIJ and some have made explicit commitments to supporting DEIJ in its many different forms. Presenters will showcase draft recommendations on how to incorporate DEIJ efforts into grant-making, programmatic and organizational development work as informed by a 2018 survey for the Chesapeake Bay community. This interactive session will allow participants to workshop the draft recommendations and provide feedback to ensure these recommendations spur the change that is needed to advance DEIJ in our watershed.

Workshop Level: Introductory, Intermediate

Bre'Anna Brooks is a Program Coordinator within the Outreach and Education team at the Chesapeake Bay Trust. A staff member since April 2016, she manages a grant program designed to engage new and under engaged audiences and a residential rebate program in Prince George's County. Additionally, she is a co-leader for the Trust's Diversity and Inclusion Advisory Committee which serves several functions to meet the goal of ensuring that our grant making is reaching as many diverse audiences as possible.

Kacey Wetzel, Program Director of Outreach and Education, joined the Chesapeake Bay Trust in 2007 and now leads the Trust's Capacity Building Initiative and co-leads the Diversity and Inclusion Advisory Committee. Kacey works with funding partners, non-profit organizations, and community leaders to identify and develop projects that improve both community and environmental well-being.

As the Director for the Choose Clean Water Coalition, **Chanté Coleman** leads the Coalition's work to protect the Chesapeake Bay by bringing together 200+ organizations in the watershed, which includes Maryland, Virginia, Pennsylvania, Delaware, West Virginia, New York, and the District of Columbia. Chanté focuses on planning and development of grassroots/grasstops outreach, political strategy, federal policy and analysis, lobbying, media outreach, organizing conferences and workshops, research, writing and fundraising.

Mariah Davis, a native to Virginia has always had a deep affection for the Chesapeake Bay and protecting our natural resources. She manages outreach, grassroots advocacy, and civic engagement efforts to support the Choose Clean Water Coalition's policy priorities. Mariah coordinates conservation organizations efforts in Maryland, Virginia, Pennsylvania, Delaware, New York, West Virginia and the District of Columbia. This includes working with conservation organizations at the local, state and regional level to enact sound state policies to ensure Chesapeake Bay restoration success. Mariah strives to promote environmental justice to ensure overburdened communities share equitably in the benefits of clean water.

SAT-C.7: (TWO 45-Minute Sessions) Incarceration to Environmental Entrepreneurship AND Healing Waters

First Session – Incarceration to Environmental Entrepreneurship

Two out of three individuals coming out of incarceration recidivate within 3 years, and in our hometown of DC over 50% of those who have served time are unemployed. There is an opportunity to change mindsets, cultural norms and financial situations through environmental entrepreneurship training for returning citizens (ex-offenders). This session details our journey from incarceration to environmental entrepreneurship, and the ways those of you in the environmental community can help.

Workshop Level: Introductory

Earl Charles is launching a Riversmart business, which creates Bayscapes and rain gardens to reduce stormwater runoff in the DC area. Changing Perceptions, an organization that works with individuals coming out of incarceration to launch businesses, is working with me and one other individual to launch this business, and has already helped two others start similar businesses. My goal is to one day broaden to larger stormwater management initiatives, green roofs, and recycling.

After serving 30 years in prison, **Bill Ferrell** has recently returned home and is working to build a Riversmart business that will enhance the environment and provide his now adult son the chance to come into a family business with him.

Dave Roeder, who the guys affectionately refer to as "Super Dave" is a native plant expert, committed Chesapeake Natives volunteer, and has been a mentor for a number of individuals in the Changing Perceptions program, including Bill and Earl. Dave has used his knowledge and connections to help give his mentees the tools they need to learn about native plants and stormwater management practices, and ultimately have the knowledge and confidence to succeed.

Second Session – Healing Waters

In 2017, Middle Susquehanna Riverkeeper, **Carol Parenzan**, piloted a watershed stewardship prison project at Pennsylvania's Quehanna Bootcamp, where during her week in residency, she transformed six young adult "residents" into environmental stewards, community leaders, and citizen scientists. Journey with her during this 45-minute presentation as she moves attendees from "One Small Square" of discovery to new eyes on our watersheds and new advocates for clean water.

Workshop Level: Intermediate

Carol Parenzan serves as the Middle Susquehanna Riverkeeper and Executive Director of Middle Susquehanna Riverkeeper Association, Inc. With a degree in environmental engineering, decades as an educator and trainer, and

extensive experience in entrepreneurship, she approaches her work as a clean water advocate with innovation. In 2017, she and her organization piloted a prison watershed stewardship project at a facility in the Pennsylvania Department of Corrections system with much success.

Saturday Sessions | 10:30 to 12:00 pm | Session D

SAT-D.1: Elevating Conversations for Emerging Women Leaders

Women often face a unique set of challenges when it comes to accomplishing their personal and professional goals - the Chesapeake world is no exception. In order to begin to overcome these barriers, current and emerging women leaders must first look within to identify their strengths and weaknesses, learn skills that will help them grow, and begin to create and build their network or 'squad'. Attendees will learn about themselves and build meaningful relationships through a series of skill building exercises that are designed to be the beginning of a conversation that we all should be having more often.

Workshop Level: Introductory, Intermediate, Advanced

This session will be led by a squad of six formidable women leaders in the Chesapeake Community: **Kristin Reilly**, Senior Communications Manager with the Choose Clean Water Coalition – a clever internal and external communications strategist; **Abbi Huntzinger**, Senior Program Officer with the Chesapeake Bay Trust – a skilled project manager and landscape restoration specialist; **Kate Fritz**, Executive Director with the Alliance for the Chesapeake Bay – an impassioned sustainability and environmental advocate; **Chante Coleman**, Director with the Choose Clean Water Coalition – a savvy regional environmental policy and DEIJ issue champion; **Molly Brown**, Staff Attorney with the Chesapeake Legal Alliance – a committed facilitator of environmental advocacy and education; and, **Kacey Wetzel**, Program Director with the Chesapeake Bay Trust – an environmental philanthropy and stewardship virtuoso.

SAT-D.2: Advancing Soil Health for Productive Agriculture and Clean Water

Interest in soil health is growing. Stroud Water Research Center, the Pennsylvania No Till Alliance, and other partners are conducting research projects and outreach efforts to advance soil health practices in the region. Practices like no till planting and cover crops offer farm production and environmental benefits, such as increased water infiltration rates, decreased need for fertilizer inputs, and reduced runoff rates. This session will discuss cutting edge research and farmer-based education efforts in Pennsylvania, with application for surrounding states. In addition, the session will feature demonstrations illustrating some of the key concepts behind the promotion of soil health. The demonstrations have been shared with farmers and non-farmers alike, and can be replicated in your own education and outreach programs.

Workshop Level: Introductory, Intermediate

Since 2008, **Lisa Blazure** has been the Agricultural Resource Conservationist for the Clinton County Conservation District, Pennsylvania. In addition to the traditional job duties of agricultural planning and BMP implementation, Lisa is a frequent speaker at soil health education events. Her biology background gives her a unique perspective on soil ecology and the role of microbes in healthy soils. Since 2016, she has been a board member for the PA No Till Alliance and also serves as the secretary for the Keystone Chapter of the Water and Soil Conservation Society. She has a B.S. in Biology, Bucknell University and a M.S. in Environmental Science (emphasis in Aquatic Ecology), Indiana University, Bloomington.

Lamonte Garber has worked for 30 years in agricultural water quality protection and natural habitat restoration. As Watershed Restoration Coordinator at Stroud Water Research Center, he coordinates agricultural and watershed restoration projects with many partners, leveraging state, federal and private funding combined with landowner funds. Prior to his work at the Stroud Center, he held positions at the Chesapeake Bay Foundation and

the Pennsylvania Association for Sustainable Agriculture. He has a B.S. in Agricultural Economics from Penn State University and lives in Lancaster, PA.

Leroy Bupp has spent the past 30 years restoring organic matter to the soil on his 700-acre farm in Seven Valleys, PA. Through a combination of long-term no-tilling, cover cropping, planting green, and spreading manure, he feels he is well on his way to restoring the land—in fact, organic matter on his fields has increased from 2% to 4.8% in the past 4 years. A board member of the PA No-Till Alliance, Leroy travels all over Pennsylvania teaching farmers and agriculture educators the importance of soil health. As a farmer himself, he understands the importance of protecting what nature takes so long to create.

SAT-D.3: Mobilizing Congregations

The faith community is a critical partner in the fight to restore clean water. Mobilizing this sector requires understanding what motivates them. Come hear about successful collaborations with—and within—the faith community and the underlying lessons about those successes. Then, discuss in small groups, how to translate these lessons into your own context.

Workshop Level: Introductory

Bonnie Sorak, Outreach Coordinator, Interfaith Partners for the Chesapeake - Bonnie has been advancing IPC's outreach and engagement over the past four years and has recruited 200+ congregations to engage in watershed restoration activities and education. She is also coordinating a hub of congregations in the Jones Falls region who are working together toward shared watershed goals.

Adrienne Knight, Elder, Knox Presbyterian Church in Baltimore - Elder Knight is a retired Professional Computer Specialist from the State Department and volunteers in leadership roles for the Baltimore Presbytery. She is always at the ready to help whenever she is needed to help at her church. She has spearheaded watershed projects at her church, including a planning of 55 trees through the Trees for Sacred Places.

SAT-D.4: What's in the Water?

In just 9 months Anacostia Riverkeeper progressed from a pilot bacterial water quality monitoring program funded out of pocket to working on a Maryland Sea Grant with Gallaudet University, getting a Patagonia retail store grant, and then receiving a significant grant from the District Department of Energy and Environment to implement a volunteer water quality monitoring program District wide. Come hear our story, learn about the free app Swim Guide, and find out more about how you can do this in your watershed.

Workshop Level: Introductory, Intermediate, Advanced

Trey Sherard is the Outreach Coordinator and Biologist for Anacostia Riverkeeper, and is currently serving as the Interim Riverkeeper. Happy Year of the Anacostia! He came to DC over six years ago to work in the intersection of people, policy, science, and environment, after more than a decade working as an environmental educator and marine biologist. He is heavily interested in citizen data collection from trash cleanups and is currently managing Anacostia Riverkeeper's bacterial monitoring program, including adding a citizen science component.

SAT-D.5: How Partnerships Can Improve Your Outreach

Come to this session to learn about the successful Only Rain Down the Drain education campaign, which uses community-based social marketing techniques to educate Northern Virginia residents about how to reduce water pollution. Hear about how the campaign partners choose the appropriate messages for the campaign, achieve buy-in from the group, select advertising methods, and measure the effectiveness of the initiative. Hear about how the media platforms used by the

campaign have evolved over more than ten years to include, radio, internet, blogging, and cable TV, and learn what changes in behavior the campaign has achieved.

Workshop Level: Introductory

Aileen Winquist has twenty years of experience in environmental outreach and communication. Aileen manages outreach related to stormwater and watershed programs for Arlington County, including implementing watershed projects, managing volunteer stream monitoring programs, and coordinating educational programs on rain barrels and rain gardens. She was honored with Audubon Naturalist Society's "Conservation Award for Public Official", and has presented at the Potomac Watershed Forum, EPA's Non-Point Source Education and Community Involvement Conference, and the North American Association of Environmental Educators. Aileen has a master's degree in environmental science from the University of Virginia.

Corey Miles is an environmental planner with over 12 years of experience specializing in land use planning and management of water resources, and has been a Senior Environmental Planner for the Northern Virginia Regional Commission since 2013. With NVRC, Corey has been the lead planner for several major projects including the regional stormwater education program, regional native plant campaign, living shoreline construction, regional watershed assessments, and regional climate resiliency planning initiative. Prior to joining NVRC, Corey worked for the Maryland Dept. of the Environment, and also in the private sector as a consultant. Corey has an M.S. in Environmental Science.

SAT-D.6: (TWO 45-Minute Sessions) Building Bridges for Cleaner Water AND Diversity Toolkit: Building Organizational DEI Principles

First Session – Building Bridges for Cleaner Water

How do you reach out to a new and unfamiliar community to find common goals? South River Federation in Annapolis, MD partnered with Centro de Ayuda, a local Hispanic social services provider, and Water Words That Work, a communications consultant to host two Hispanic focus groups. The Federation discovered that the stream projects installed adjacent to neighborhoods with predominantly Hispanic populations were being accessed and used in unexpected ways. Come learn about the twists and turns we experienced as we started to engage and learn about this community. The focus group results were eye-opening and have presented new and unique opportunities to champion their environmental needs.

Workshop Level: Introductory, Intermediate

Nancy Merrill-Sullivan is the Outreach and Volunteer Coordinator for South River Federation and responsible for our communications and volunteer projects. We engage over 1,100 volunteers a year in tree plantings, trash clean ups and oyster restoration. Nancy has 20 years of experience in environmental education, including working at Conservation Fund, Friends of Rappahannock and Chesapeake Bay Foundation. Nancy earned a master's in public administration in non-profit management.

Eric Eckl founded Water Words That Work, LLC and oversees all the company's client projects. Eric has more than 20 years of experience planning and executing environmental outreach and communications programs. Eric is a sought-after conference speaker and has appeared on CNN and been quoted in the New York Times. Before starting the firm, Eric worked for Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the Environmental Law Institute.

Second Session – Diversity Toolkit: Building Organizational DEI Principles

Studies show that a focus on equity is critical in order to innovate, create products and services that serve a more diverse consumer base, and cultivate a strong workforce. The Choose Clean Water Coalition's **Diversity Toolkit** was created for organizations seeking to thrive in an increasingly diverse workforce. It enables leadership staff and managers to successfully build, manage, and thrive in our

rapidly changing environment. The Diversity Toolkit is an introduction offers basic information on strategies and tools that can be implemented to build organizational capacity around hiring, governance, and communications.

Workshop Level: Intermediate

Mariah Davis, a native to Virginia has always had a deep affection for the Chesapeake Bay and protecting our natural resources. She manages outreach, grassroots advocacy, and civic engagement efforts to support the Choose Clean Water Coalition's policy priorities. Mariah coordinates conservation organizations efforts in Maryland, Virginia, Pennsylvania, Delaware, New York, West Virginia and the District of Columbia. This includes working with conservation organizations at the local, state and regional level to enact sound state policies to ensure Chesapeake Bay restoration success. Mariah strives to promote environmental justice to ensure overburdened communities share equitably in the benefits of clean water.

SAT-D.7: Transcending Silos to Achieve Measurable Goals

The issue is degraded water quality of our receiving streams and the Chesapeake Bay. One cause is the urbanization of our lands leading to pollutant laden, concentrated stormwater runoff. The solution is creating partnerships to develop multi-faceted projects that seek to accelerate the achievement of measurable pollutant reduction goals. The focus of this session is to engage attendees, inspiring them to establish local, state, and national partnerships to create measurable results. The session includes three different presentation style segments, including a technical presentation, case studies, and a brainstorming session.

Workshop Level: Intermediate

Aislinn Creel, PE, LEED AP is a Senior Project Manager with over sixteen years of experience specializing in the planning, design, and implementation of stormwater management facilities and infrastructure improvements. Aislinn has spent her career providing stormwater management solutions for both physical improvements and regulatory compliance. She has a passion for providing sustainable solutions that meet the unique needs of her clients, and appreciates the challenges associated with retrofit, rehabilitation, and restoration projects. She is proficient in a variety of software applications, including hydraulic and watershed modeling programs, engineering design tools, CAD and GIS applications.

Saturday Sessions | 1:30 to 2:30 pm | Session E

SAT-E.1: Increasing Restoration Success with Stewardship Networks

The Alliance for the Chesapeake Bay has piloted a new approach to forest restoration on private lands: Stewardship Networks. Compared to the traditional approach of working with one landowner at a time, restoration and management over a network of connected properties is more efficient, provides more benefits to wildlife and water quality, and increases the amount of landowners who participate in conservation. Learn about the Forest Stewardship Network program, which helps landowners manage their forested properties in central Pennsylvania, and the Streamside Stewardship Network, which works towards increased riparian forest buffer implementation in Lancaster County, PA.

Workshop Level: Intermediate

Ryan Davis manages the Alliance for the Chesapeake Bay's Forests Program in PA. He holds a B.S. in Fisheries, Wildlife, and Conservation Biology and minor in Forestry from North Carolina State University and an M.S. in Wildlife Biology from West Virginia University. Before joining the Alliance he held wildlife technician jobs around the country and eventually landed in western Pennsylvania where he worked for Pheasants Forever, creating wildlife habitat on private land. Ryan now specializes in education/ outreach on forest stewardship, helping

landowners meet their habitat management goals on working lands, and restoring riparian forests on agricultural land.

SAT-E.2: Scaling Up Watershed Restoration Benefits

Partnerships have long been recognized as to achieving conservation goals. However, partnerships can result in smaller than anticipated project outputs across a broader spectrum of project goals. What if partnerships could be used in innovative ways to not only broaden, but to deepen conservation accomplishments in our local watersheds? GreenTrust Alliance, a regional land trust based in Maryland, seeks out large land holdings that possess significant potential conservation benefits. These are typically too large to be managed as a single-phase restoration project, but by taking a holistic and long-term approach to site restoration, multiple independent partnerships can arise resulting in large-scale projects with benefits to local watersheds.

Workshop Level: Intermediate, Advanced

Kirk Mantay is the Director of Operations for GreenTrust Alliance, a regional land trust and conservation nonprofit based in Maryland. Kirk is in his 20th year as a conservation ecologist and has helped implement nearly 200 projects and raise nearly \$175 million for restoration and land protection.

SAT-E.3: Envision the Choptank: Collective Impact in Action

Three speakers will tell the story of Envision the Choptank, giving TED-talk style presentations from the perspective of a funder, the facilitator, and a partner engaged in the effort. Presenters will describe the impetus for the 3-year old collaborative initiative, its formation, and the Stakeholder Engagement Process used to develop a Common Agenda with objectives and strategies that are evidence-based and community-driven. Attendees will hear about collaborative fundraising and how this initiative is addressing inclusion in its environmental efforts and engaging partners from multiple sectors to develop solutions that improve the ecological and socioeconomic health of the Choptank watershed.

Workshop Level: Intermediate

As senior adviser for the Chesapeake Conservancy and Principal of Ogburn Consulting, LLC, *Joanna Ogburn* has over 10 years of experience facilitating and leading multi-stakeholder collaborations with expertise in developing actionable plans and stakeholder engagement methods. She has led multi-sector collaborative efforts, such as Envision the Choptank, and implemented large-landscape conservation initiatives, specializing in integrating community needs and environmental objectives. Previously, Joanna served as the Director of Programs for the Chesapeake Conservancy, managing staff and over 30 programs in five states. Joanna has a master's of environmental management (Duke University) and B.S. (University of Richmond).

Carrie Decker has been a Restoration Manager with the MD Department of Natural Resources for 14 years, working as a Tributary Strategies Coordinator, Coastal Resource Planner, and most recently with the Habitat Restoration and Conservation Center under the Chesapeake and Coastal Service where she specializes in project coordination and watershed management.

As Choptank Riverkeeper, *Matt Pluta* is dedicated to safeguarding the long-term health of the river, guarding against illegal and harmful pollution, and building a stronger voice for the protection of the river's natural resources. Matt has a degree in biology and environmental studies from Penn State University and is currently pursuing a master's degree in environmental policy. His professional experience includes water quality monitoring, environmental policy, community organizing, and advocacy.

Shannon Sprague has served as the Environmental Literacy and Partnership Manager for the National Oceanic and Atmospheric Administration Chesapeake Bay Office for 15 years. Managing staff and programs, including the Chesapeake Bay Watershed Education and Training Program, she works towards the systematic implementation of

environmental literacy in school districts. With extensive experience in partnership development, Shannon also serves as the team lead for the Choptank Habitat Focus Area's collective impact initiative, Envision the Choptank, and the Chair of the Chesapeake Bay Program's Education Workgroup. Shannon has a M.P.A. from Indiana University Bloomington and a B.S. from the University of Delaware.

SAT-E.4: Tips for Turning a Project Idea into a Strategic Initiative

When it comes to stream restoration, we know the seriousness of the problem and we have good reasoning and evidence for designing long-term solutions. So, where's the bottleneck? In so many instances, it's a lack of social capital. In this session, we will discuss how to go from identifying an individual project to creating a bigger joint venture that connects and empowers community. Through the examination of the Upper Rapidan Eastern Brook Trout Initiative case study, session participants will learn to think strategically to create greater, more persistent impacts built on meaningful collaborative effort.

Workshop Level: Introductory, Immediate

Kip Mumaw is a water resources engineer with a focus in ecological restoration design and stormwater management. He has worked on a wide range of projects including stream and wetland design, regenerative stormwater conveyance, watershed planning, and urban stormwater management. In addition to his project experience, Kip also has a passion for education and regularly provides instruction to University classes and professional organizations on a variety of technical and regulatory topics. In all of his work, he strives to improve the science and communication of water resources and ecological engineering.

Annemarie Abbondanzo is a Senior Environmental Scientist with a focus in water resources. She has collaborated with private, nonprofit, local government and educational institutes to develop a quality portfolio of ecologically-focused projects, including environmental banking, and stream and wetland restoration. She has a proven ability to create and communicate logical work plans that incorporate adaptability and promote partnership. Much of her motivation and passion for her discipline comes from observing the need for restoration and the ability of environmentally sound project management to create multi-benefit projects that maximize natural resources.

SAT-E.5: A Farmer's Partnership with the Government

Watershed Restoration Scientist Robert "Bobby" Whitescarver, will present "Lessons Learned" from the fifteen-year-old riparian buffers on their beef cattle farm in the Shenandoah Valley. Livestock exclusion from streams began in 2003. Trees were planted in 2004. See how the buffers have changed over the years. Bobby will show many before and after pictures. Tree canopy closure was achieved in seven years. Pollution in the river that flows through their farm is reduced on average by 55%. Come to see and hear the stories of what worked and what didn't.

Workshop Level: Introductory

Bobby Whitescarver retired from USDA's Natural Resources Conservation Service in 2011 with 31 years of field experience. He continues his life's work of restoring watersheds through his private consulting business, Whitescarver Natural Resources Management, LLC. Bobby has extensive experience with designing and implementing livestock grazing systems that keep livestock out of the streams and provide them with alternative watering systems. He has been involved with over 500 miles of stream bank protection work and helped landowners plant over a half a million native hardwood trees. Wildlife habitat is one of Bobby's specialties as he has helped landowners establish and maintain over a thousand acres of native prairie and has successfully brought back the Northern Bobwhite to these many farms. He is an Agronomist, certified Nutrient Management Planner (VA), certified Prescribed Burn Manager (VA), and certified Resource Management Planner (VA).

SAT-E.6: New Tools for Tree Canopy Expansion

Chesapeake Bay communities working towards expanding the urban tree canopy and improving water quality are challenged with minimizing forest losses that occur during development, and

incentivizing new tree planting. This session presents the following new tools to assist with these challenges, and includes case study examples: 1. worksheet for communities to review/ revise local development regulations to increase forest protection and encourage new plantings 2. Tree planting credit to help meet stormwater management and TMDL requirements 3. guide for stormwater engineers to more easily account for tree benefits in stormwater models, facilitating tree planting for stormwater management

Workshop Level: Intermediate

Bryan Seipp is a Watershed Manager at the Center for Watershed Protection, with over 15 years of experience in the watershed management field. His expertise is in project management, forest resource management, stream assessments, watershed planning, watershed modeling, assisting local governments and implementation of water quality BMPs. Bryan's recent work at the Center has focused on implementing upland stormwater green infrastructure, monitoring studies of pollutant removal performance of emerging stormwater BMPs, assisting MS4s in Pennsylvania develop PRPs and TMDL Implementation Plans, developing Urban Nutrient Management Plans, and determining the effectiveness of trees and forests to reduce nutrient and sediment pollution.

Karen Capiella is Director of Research at the Center for Watershed Protection and has over 16 years of experience in watershed management. With a background in GIS and water quality, Karen's areas of expertise include: applied watershed research; developing watershed management plans; producing technical guidance on watershed management; and proposal writing. Her areas of interest include protecting urban forests, using GIS to analyze land cover changes and impacts, and costs and benefits of water quality management practices for MS4 and TMDL compliance. Karen is skilled at translating technical topics into simple and clear guidance and has extensive project management experience.

SAT-E.7: Environmental Priorities: Community First

The Richmond Highway corridor has some of the greatest health, environmental, and economic disparities in Fairfax County, and is slated for redevelopment. With our history of protecting nature in the area, ANS is investing resources to empower community partnerships that incorporate environmental access and justice issues throughout the redevelopment planning process. This presentation explores the initiation and expansion of partnerships in real time. It examines successes and challenges in developing collaborative relationships led by the priorities of a community—not an environmental agenda. Lessons learned can help attendees engage communities to improve water quality as a co-benefit to local priorities.

Workshop Level: Intermediate

Monica Billger is a 20 year grassroots outreach veteran engaging communities and mobilizing local, state and federal advocacy efforts around the country. Currently she serves as the Northern Virginia Advocacy Manager with Audubon Naturalist Society. Monica also serves as Environmental Co-Chair for the Fairfax Federation of Citizen Associations, a member of the Fairfax County Tree Commission, and the Lee District Representative for the county's Chesapeake Bay Preservation Ordinance Exception Review Committee (ERC). Monica has a bachelor's in nursing from the University of Michigan and a master's in public policy from Georgetown University.

Greg Trilling serves as the program manager for the Creek Critters app (Audubon Naturalist Society), working with organizations throughout the region to engage people in protecting local streams. He has also worked as an environmental education program manager, developing and teaching lessons, training teachers, guiding schools through Maryland Green School certification, and managing programming for more than 50 schools.

SAT-F.1: Volunteer Water Quality Monitoring 101

Are you curious about how to assess Chesapeake Bay goals and outcomes in your local waterbody? In this interactive workshop the Alliance for Aquatic Resource Monitoring (ALLARM) will address the fundamentals of volunteer water quality monitoring. This introductory session will explore common questions communities ask about water quality, strategies to answer them, and avenues for data use (e.g. restoration). When communities engage in scientific data collection, it creates a win-win situation where people are answering questions about their local streams while also sharing those data, which can help inform answers to whether Bay goals are being achieved.

Helen Schlimm is the Community Science Specialist at the Alliance for Aquatic Resource Monitoring and the central staff person on the Chesapeake Monitoring Cooperative (CMC) project. Helen has four years of experience working with PA and NY communities on stream assessments. She is passionate about teaching volunteers and communities the scientific tools for monitoring streams.

SAT-F.2: Making Pictures that Make People Care

Photos are one of the strongest ways to get attention online. Knowing a few basic skills will help you use visual communication consistently and effectively, in order to tell stories with emotional impact. This session will introduce different types of successful photos as well as the creative devices that anyone can use to make better pictures. Attendees should come with questions about their own photographic challenges, and should bring their smartphone cameras in order to test some techniques and get live feedback.

Will Parson is a visual journalist based in Annapolis, Maryland. He produces multimedia for the Chesapeake Bay Program, collecting stories from across the Chesapeake watershed. He is on staff at the Alliance for the Chesapeake Bay in Annapolis, Maryland, and previously worked at newspapers in New England. He studied photojournalism at Ohio University and biology at the University of California, San Diego.

SAT-F.3: Dairy Farm Tour

American Dairy Association North East will offer a free tour of a fully operating dairy farm in Boonsboro, Maryland.

Ron Ohrel is director of environmental outreach with American Dairy Association North East. He is the organizer of the field trip. A dairy farmer (to be determined) will lead the tour of his/her dairy farm.

SAT-F.4: Exploring Diversity, Equity, and Inclusion through Chesapeake Collective

Participate in powerful and fun activities that will examine the intricacies of Diversity, Equity, and Inclusion. Attendees will delve into ideas of access and privilege (or lack thereof) and how each of these concepts play into our work towards healthy watershed communities. Get ready to kick your shoes off and make new connections in our four DEI Activities. We ask that you come with an open mind, ready for self-exploration and introspective thought. Join the Chesapeake Collective as we recognize the diversity of our attendees and our watershed in a creative, interactive atmosphere!

Facilitator: **Erin O'Grady**, Alliance for the Chesapeake Bay

SAT-F.5: Beginning and Advance Tree ID

Identification of a tree can be accomplished by learning the physiological characteristics that distinguish it from other trees. Things like leaf shape and size, branching arrangement, color, and sometimes smell can be clues to what type of tree you are observing. Bark is also a defining characteristic for many trees. Students will learn the terminology used to describe these characteristics and be able to apply them in the field using simple checklists and dichotomous keys.

Earl 'Bud' Reaves, Certified and Registered Forester and Arborist with 33 years of experience in forest management. Bud has taught tree identification at numerous workshops and at Anne Arundel Community College as an adjunct faculty member.

SAT-F.6: Organizational Development: One-on-One Mentoring

Returning to the Chesapeake Watershed Forum this year is the opportunity for attendees to talk with an organizational development expert about their organization and its capacity building needs. These hour-long sessions are designed to give a nonprofit group one-on-one time in a confidential setting to discuss its concerns about its internal organizational challenges.

Facilitator: **Caroline Bott**, River Network

SAT-F.7: Bay Journal: Readers' Roundtable

The Bay Journal, our region's leading source of environmental news, wants to hear from you. Join editor **Karl Blankenship**, managing editor **Lara Lutz**, and staff writer **Jeremy Cox** - share your ideas for future stories, feedback on past coverage, and other ways that the Bay Journal can best serve its readers.

Sunday Half-Day Workshops | 9:00 am to 12:00 pm

SUN-W.1: Closing the Deal with Rural Landowners

Learn the tricks of the trade that dozens of top conservation field staff use to get voluntary conservation projects on the ground. If you need more landowners to take you up on your offer, this course is for you!

Eric Eckl founded Water Words That Work, LLC and oversees all the company's client projects. Eric has more than 20 years of experience planning and executing environmental outreach and communications programs. Eric is a sought-after conference speaker and has appeared on CNN and been quoted in the New York Times. Before starting the firm, Eric worked for Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the Environmental Law Institute.

Jennifer Miller Herzog is Chesapeake program manager at the Land Trust Alliance and manages the Chesapeake Bay Land and Water Initiative, a joint effort of the Chesapeake Bay Funders Network and the Alliance to accelerate land protection and restoration to benefit water quality. Jennifer's 20-year career has included philanthropy, collaborative and community-based conservation, strategic grassroots advocacy and policy, and fundraising-primarily in the context of large landscape conservation efforts in the Yellowstone to Yukon region and the Chesapeake Bay Watershed. She has also worked at the Chesapeake Bay Foundation, The Wilderness Society and Wilburforce Foundation.

Bobby Whitescarver retired from USDA's Natural Resources Conservation Service in 2011 with 31 years of field experience. He continues his life's work of restoring watersheds through his private consulting business, Whitescarver Natural Resources Management, LLC. Bobby has extensive experience with designing and implementing livestock grazing systems that keep livestock out of the streams and provide them with alternative

watering systems. He has been involved with over 500 miles of stream bank protection work and helped landowners plant over a half a million native hardwood trees. Wildlife habitat is one of Bobby's specialties as he has helped landowners establish and maintain over a thousand acres of native prairie and has successfully brought back the Northern Bobwhite to these many farms. He is an Agronomist, certified Nutrient Management Planner (VA), certified Prescribed Burn Manager (VA), and certified Resource Management Planner (VA).

SUN-W.2: Riparian Forest Buffer Planting

Join Alliance staff and volunteers for a riparian forest buffer planting in Franklin County, Pennsylvania! We will be planting containerized seedlings over 3 acres at 8050 Molly Pitcher Hwy, Greencastle, PA 17225. The planting will be from 9 to noon. The site is only a 15 minute detour from I-81 North, so if you'd like to break up your drive home with a little exercise that offsets the carbon footprint of your journey, come give us a hand!