

# *Connecting Our Power*

## 9<sup>th</sup> Annual Choose Clean Water Conference

May 22-23, 2018  
Lancaster Marriott Penn Square  
Lancaster, Pennsylvania



Photo courtesy of Chesapeake Bay Program



ChooseCleanWater  
COALITION

CHOOSECLEANWATER.ORG



CLEANWATER18



@CHOOSECLEANH2O



CHOOSE CLEAN WATER COALITION

Dear Conference Participant,

Welcome to the 9<sup>th</sup> Annual Choose Clean Water Conference! We are very excited to be here in Lancaster, Pennsylvania, just east of the largest tributary to the Chesapeake Bay: the mighty Susquehanna River. Since 2009, the Choose Clean Water Coalition has worked to harness the collective power of more than 230 organizations to advocate for healthy communities, habitats, and clean water across the Chesapeake Bay watershed. Our annual conference has served as an important venue for watershed advocates to learn about innovative restoration approaches from experts, build partnerships, share best practices by engaging in discussions with attendees from other parts of the watershed, and learn about successful practices in the host city.

This year we are thrilled to host the conference in Lancaster, a city at the forefront of green infrastructure and sustainable farming practices that reduce agricultural runoff and promote clean water. As we approach the midpoint assessment of the Chesapeake Bay clean-up, it is incredibly important to share information about practices that will help us meet our pollution reduction goals. Participants will learn about many of the innovative and creative approaches Lancaster is taking to create more livable, sustainable, and healthy communities.

The theme of this year's conference is *Connecting our Power*. The current political climate has challenged us to think differently about how we are approaching restoration efforts. Each of our members have incredibly important missions to further conservation efforts and protect clean water, but we will not be successful unless we work together. When we forge strong partnerships and pursue collective action, we will have a more significant impact and be able to further our clean water goals. This theme is woven throughout the conference agenda and we hope you leave the conference feeling enthusiastic and ready to work collectively to achieve victories.

We are excited for you to experience a variety of topics at this year's conference. Considering our location, it is no surprise that we will have a wide-ranging and extensive agriculture track, including several exciting field trips to visit Lancaster County farms. We are continuing our focus on Diversity, Equity, Inclusion and Justice through a dedicated track and working to build the expertise and capacity of our participants to engage in strategic communications.

As a part of the conference you will be able to take part in some incredible field trip experiences like snorkeling in the Susquehanna, paddling to visit a petroglyphs site, or seeing the Susquehanna by sky. Over the next two days, we will focus on how to engage all communities in our efforts to improve and preserve clean water. Whether it is through strengthening partnerships, strategies to connect with new stakeholders, or diversifying the movement, the conference will focus on the tools necessary to affect change and invigorate our work.

Thank you for joining us in Lancaster! After our time together, we hope you return home inspired, rejuvenated, and committed to *Connecting our Power* and continuing the effort to return clean water to the rivers and streams that flow into the Chesapeake Bay.



Jen Mihills  
National Wildlife Federation



Angie Rosser  
West Virginia Rivers Coalition



Josh McNeil  
Conservation Voters of Pennsylvania



# Conference Topic Descriptions

We are moving away from tracks and centering our content around different topics. You will find that all sessions have a primary topic, while several have sub-topics that will be covered during the presentation. Our hope is that this encourages people to move around to different sessions and experience a variety of topics instead of following a formal track. This year's topics include:

## AGRICULTURE

Being in Lancaster, it is no surprise that we have a robust agriculture focus! Join these sessions to learn about innovative tools, communications techniques, and unique collaborations that connect agriculture to conservation and clean water protection.

## COMMUNICATIONS

These sessions will help participants expand their knowledge and increase their capacity around strategic communications. Join these sessions to learn how to be your own communications professional! Extra bonus: We are excited to have The Hatcher Group join us for a two-hour workshop on press outreach for beginners.

## EQUITY

These sessions seek to further the Coalition and our members' focus on Diversity, Equity, Inclusion, and Justice (DEIJ) by providing deep-dives into a variety of topics. Don't miss a two-hour workshop on authentic community engagement as well as sessions highlighting projects that are furthering DEIJ, including the work of the Coalition and the Chesapeake Bay Funders Network to broaden our tent in the Chesapeake Bay watershed.

## OUR POWER

In order to help participants understand what it means to connect our power, this topic will highlight examples of our members and partners collaborating with a variety of stakeholders to accomplish a common goal. Attendees will hear from a wide range of presenters, including Coalition members, the faith community, and DEIJ experts.

## PUBLIC ENGAGEMENT

Our movement is nothing without the dedicated members of the public who make our restoration dreams a reality. This is why we are hosting the First-ever public engagement focus at our conference. Join these sessions to learn more about unique ways to engage your current and new audiences to further conservation goals.

## PIPELINES

This year's shale workshop is focused on bringing together pipeline fighters across the watershed to discuss their work, find common themes, compare approaches, and learn from one another. Come learn more about the variety of approaches community groups and non-profit organizations are taking in the fight against pipelines; you might just learn something new!

## STORMWATER

Interested in learning from experts about stormwater issues facing the Chesapeake Bay watershed? Want to hear more about innovative solutions to reducing this source of pollution? If you answered yes to either of these questions, join sessions with a stormwater focus this year!

## CHESAPEAKE BLUEPRINT

2018 marks the release of the midpoint assessment results for the Chesapeake Bay clean up. It is critical that the Chesapeake Bay community is coordinated in our response and continues to work toward 2025. Join the Blueprint sessions for more information on how you can be part of meeting our clean water goals.

# Tuesday, May 22

8 a.m.	9-9:45 a.m.	10-10:45 a.m.	11-11:45 a.m.	12-12:45 p.m.	1-1:45 p.m.	2:30-5:30 p.m.	6:15-10 p.m.
Registration Open	Breakfast (Commonwealth Ballroom)  Welcome from Mayor Danene Sorace and Malinda Harnish Clatterback	<b>Workshop:</b> Innovative Agriculture (Commonwealth Salon 2)		Lunch Panel (Commonwealth Ballroom)  <i>Strengthening our Partnerships in the Keystone State</i>	<b>Session:</b> Making Your Campaign Newsworthy (Federal Room)	Padding, Macros and Snorkeling Oh My	Reception at the Farm at Eagles Ridge
		<b>Workshop:</b> Media Relations "Boot Camp" (Federal Room)			<b>Session:</b> Targeting Industrial Stormwater (Independence Room)	Susquehanna Petroglyphs Paddling Experience	
		<b>Workshop:</b> Don't be Fazed by Phase III (Commonwealth Salon)			<b>Session:</b> How Environmental Justice is the New Bay Restoration (Commonwealth Salon 1)	Lancaster City Green Infrastructure Bike Tour	
						The Susquehanna by Sky	
		<b>Session:</b> Turning Rooftop Runoff into Food: Innovative Community Gardens (Independence Room)	<b>Session:</b> Crafting Pollutant Reduction Plans for Small Bay Communities (Independence Room)		<b>Session:</b> Economical BMP Implementation through Science Based Modeling (Commonwealth Salon 2)	Plainsect Dairy Farm Tour	
						Good Food, Healthy Farms, & Clean Water	
						Making Pictures that Make People Care	
			<b>Mindfulness Session</b>				
			<b>Franklin &amp; Marshall Green Walking Tour</b>				

Agriculture
Communications
TMDL
Stormwater
Equity
Shale
Our Power
Public Engagement

# Wednesday, May 23

7:30-8:30 a.m.	8-8:50 a.m.	9-9:45 a.m.	10-10:45 a.m.	11-11:45 a.m.	11:45-1:15 p.m.	1:15-2 p.m.	2:15-3 p.m.
Yoga (Conestoga Room)	Young Professionals of Color (Commonwealth Salon 1)  Ad-hoc Breakfast Roundtables (Commonwealth Ballroom)	Breakfast Panel (Commonwealth Ballroom)  <i>The Business of Clean Water</i>	<b>Session:</b> Influencing the Influencers and Citizen Advocacy (Federal)	<b>Session:</b> Big Spring Run: Science Based Wetland Restoration (Independence)	Lunch Keynote: Nicole Lee (Commonwealth Ballroom)	<b>Session:</b> How can behaving inclusively deepen our environmental impact? (Commonwealth Salon 1)	<b>Session:</b> Where the Map Meets the Mud: Watershed Assessment (Independence Room)
			<b>Workshop:</b> Protecting Communities from the Pipeline Invasion (Commonwealth Salon 1)			<b>Session:</b> Deep Blue See: Photography, Art, and Community Engagement (Commonwealth Salon 2)	<b>Session:</b> Pennsylvania Abandoned Mines, RECLAIM Act, & Reclamation: Community Outreach (Federal Room)
			<b>Session:</b> Restoring our Waterways with Healthy Soils (Independence)	<b>Session:</b> Mobilizing the Faith Community (Federal)		<b>Session:</b> Chesapeake Bay Funders Network and You (Independence Room)	<b>Session:</b> Achieving Equity Across the Chesapeake Bay Watershed (Commonwealth Salon 1)
			<b>Workshop:</b> A Community Approach to Approaching a Community: Best Practices for Successful Engagement (Commonwealth Salon 2)			<b>Session:</b> Riparian Forest Buffers for Pollinators and Wildlife (Federal Room)	<b>Session:</b> Engaging Non-Traditional Citizen Scientists in Clean Water Work (Commonwealth Salon 2)



**8:00 A.M.**

**REGISTRATION OPENS/BREAKFAST OPENS**

Location: Outside Commonwealth Ballroom

**9-9:05 A.M.**

**WELCOME TO THE 9<sup>TH</sup> ANNUAL CHOOSE CLEAN WATER CONFERENCE**

*Chanté Coleman, Director Choose Clean Water Coalition*

Location: Commonwealth Ballroom

**9:05-9:15 A.M.**

**WELCOME TO LANCASTER**

*Mayor Danene Sorace*

Location: Commonwealth Ballroom

Danene Sorace was elected mayor of Lancaster in 2017. She spent most of her growing up years in Lancaster and Juniata Counties, and graduated from Albright College in 1994 and received her master's degree in public policy from Rutgers University. Over the course of her career, Mayor Sorace has worked with national foundations and other nonprofits to advance health and education and has a proven record of developing and implementing strategies to advance public/private partnerships - including Lancaster City's nationally recognized Green Infrastructure program. Prior to being elected mayor, she was a member of Lancaster's City Council and served as chair of the financial committee.



Photo courtesy of the Chesapeake Bay Program

9:15-9:45 A.M.

### **BREAKFAST PLENARY: SWIMMING UPSTREAM: COMMUNITY, HARD WORK, & THE BIGGER PICTURE**

*Malinda Harnish Clatterbuck, Lancaster Against Pipelines*

Location: Commonwealth Ballroom

Malinda Harnish Clatterbuck is a mother, wife, organizer, pastor, and active community member. She is one of the co-founders of Lancaster Against Pipelines, associate pastor of Children and Families at Community Mennonite Church of Lancaster, and is a board member of the Pennsylvania Community Rights Network. Her work involves bringing more awareness to economic and political injustices, while seeking avenues of more equitable change. The values of justice, care of creation, peace and nonviolent solutions to conflict are promoted in all of the work she does.

10-11:45 A.M.

### **MORNING WORKSHOPS AND SESSIONS**

#### **Chesapeake Blueprint Workshop 10-11:45 a.m.**

*Don't be Fazed by Phase III*

Sub-topics: Agriculture, Stormwater, Public Engagement, Communications, Our Power

Location: Commonwealth Salon 1

The midpoint assessment and Phase III Watershed Implementation Plans (WIPs) are an important opportunity for the Choose Clean Water Coalition to influence the second half of the Chesapeake Bay TMDL. To take advantage of this opportunity, the Coalition is developing an advocacy plan with the goal of supporting each state in meeting its 2025 goals. The plan is designed to identify leverage points and advocacy opportunities that will help shape the midpoint assessment decisions and WIP development processes, and set the stage for more targeted state-level advocacy on the issues that will be needed to achieve WIP commitments and TMDL goals. Join this workshop to hear an update from the previous director of the Chesapeake Bay Program, Nick DiPasquale, on the progress of the TMDL, learn about important aspects of successful WIP development and implementation, and provide your input on the Coalition's advocacy plan. Participants will have the opportunity to work with state-specific breakout groups to determine key actions in their state and ensure their states actions are included in the watershed-wide approach.

*Moderator:*

Nick DiPasquale, former director Chesapeake Bay Program

*Panelists:*

Mary Gattis, Local Government Advisory Committee

Evan Isaacson, Center for Progressive Reform

Ridge Hall, Chesapeake Legal Alliance

Alan Girard, Chesapeake Bay Foundation

Pamela Shellenberger, York County Planning Commission



Photo courtesy of the Chesapeake Bay Program

### **Agriculture Workshop 10-11:45 a.m.**

#### *Innovative Agriculture: Achieving Water Quality Goals Through Cross-Sector Collaborations*

**Sub-topics: Our Power, Public Engagement**

**Location: Commonwealth Salon 2**

This workshop will focus on local and regional cross-sector collaborative partnerships that are developing shared visions and missions focused on achieving water quality goals. There are many important factors to create a productive collaboration, including the development of a shared vision and mission, trust amongst participants, and an agreed upon process. Panelists, including members of the Delmarva Land and Litter Challenge and the Lancaster Clean Water Partnership, will share their vision for working together strategically to identify regional priorities, strengthen partnerships, and achieve common goals. Participants will have an opportunity to share collaborations happening in their own watershed and engage in a stimulating conversation around different approaches to collaboration, challenges we face, and how we have achieved success.

***Moderator:***

**Kristen Hughes Evans, Sustainable Chesapeake**

***Panelists:***

**Jenna Mitchell, Alliance for the Chesapeake Bay  
Allyson Gibson, Lancaster Clean Water Partners  
Paula Jasinski, Delmarva Land and Litter Challenge  
Corey Grove, TeamAg, Inc  
Andrew McClean, Relief Farm**



### **Communications Workshop 10-11:45 a.m.**

#### *Media Relations "Boot Camp"*

Location: Federal Room

What can getting news coverage really do for your organization? How can you get reporters to cover your successes and challenges? Is your "news" even newsworthy? What's the difference between a pitch note, media advisory, press statement and a press release? Find out the answers to all this and more from The Hatcher Group media relations pros, who have decades of experience successfully pitching reporters and helping their nonprofit clients gain media attention. You'll leave the session with concrete tools to build media lists, determine what's newsworthy, pitch reporters, write press releases and other media statements, get your organization's issues covered when reporters aren't interested, and more.

#### *Presenters:*

Chris Trumbauer, The Hatcher Group  
Kristen Peterson, The Hatcher Group

### **Stormwater Session 10-10:45 a.m.**

#### *Turning Rooftop Runoff into Food: Innovative Community Gardens*

Sub-topics: Agriculture, Equity, Public Engagement

Location: Independence Room

This session will explore the issue of stormwater runoff in the Chesapeake Bay Watershed and present one creative way a group in Frederick, Maryland is involving the community in addressing it. Learn about how community organizations in Frederick are working together to install unique vegetable rain gardens that divert stormwater runoff to serve a productive purpose—growing fresh vegetables for underserved members of the community.

#### *Presenters:*

Connie Ray, Hood College  
Claire Hudson, Hood College

### **Stormwater Session 11-11:45 a.m.**

#### *Crafting Pollutant Reduction Plans for Small Bay Communities*

Sub-topic: Chesapeake Blueprint

Location: Independence Room

A majority of developed lands in the Bay watershed are located in small communities that are regulated by Phase 2 MS4 stormwater permits or are not regulated at all. This workshop session will present new methods to help communities expand their efforts at Bay restoration that are especially geared to the headwater states of Pennsylvania, New York and West Virginia. This session will also feature effective strategies for the advocacy community to be a local catalyst for greater effort.

#### *Presenters:*

Tom Schueler, Chesapeake Stormwater Network  
David Wood, Chesapeake Stormwater Network

**12-12:45 P.M.**

**LUNCH PANEL DISCUSSION:  
STRENGTHENING OUR PARTNERSHIPS IN THE KEYSTONE STATE**

Location: Commonwealth Ballroom

With the midpoint assessment upon us, it is important that our Chesapeake community work together to stay on track. This includes working with state agencies, which is why we are pleased to welcome Secretary Russell Redding, Secretary Cindy Dunn, and Secretary Patrick McDonnell to discuss the status of the restoration effort in Pennsylvania.

Cindy Dunn, Secretary, Pennsylvania Department of Conservation and Natural Resources  
Patrick McDonnell, Secretary, Pennsylvania Department of Environmental Protection  
Russell Redding, Secretary, Pennsylvania Department of Agriculture

*Moderated by Nick DiPasquale, former director of Chesapeake Bay Program*

**1-1:45 P.M.**

**BREAKOUT SESSIONS**

**Equity Session 1-1:45 p.m.**

*How Environmental Justice is the New Bay Restoration*

*Sub-topics: Chesapeake Blueprint, Public Engagement, Stormwater*

Location: Commonwealth Salon 1

As advocates fighting for effective, science-based solutions to the pollution degrading the Chesapeake Bay and its rivers and streams, it is our job to not only tackle the areas contributing to the declining nature of the Bay, but to also address ways to combat environmental injustice while including impacted communities in these conversations. This session will explore ways to reduce polluted stormwater runoff, discuss tactics to increase community engagement, explore legal routes to bring awareness to environmental justice, and look at current projects that are being implemented to increase Bay restoration in South-Central Pennsylvania and Maryland.

*Presenters:*

Carla Johns, Chesapeake Bay Foundation  
Alayna Chune, Chesapeake Bay Foundation  
Tremayne Terry, Capital Region Water

**Agriculture Session 1-1:45 p.m.**

*Economical BMP Implementation through Science Based Modeling*

*Sub-topics: Communications, Stormwater*

Location: Commonwealth Salon 2

East Lampeter Township in Lancaster County with 140+ Old Order Amish farmers presents a challenge regarding outreach, engagement and BMP implementation. Lancaster Farmland Trust utilized a farm-to-farm, face-to-face approach to gather data related to BMPs on all farms. The data collected was processed via a modelling program to identify cost-effective BMPs to make water quality improvements, while simultaneously assisting the township with MS4 compliance.

*Presenter:*

Jeff Swinehart, Lancaster Farmland Trust

## Communications Session 1-1:45 p.m.

### *Making Your Campaign Newsworthy*

Sub-topic: Public Engagement

Location: Federal Room

In a world where many of the policies around which we work seem difficult or obscure to the general public, how do we make them compelling, newsworthy and comprehensible to the general public? We'll use the case study of PennEnvironment's series of reports entitled "Rough Waters Ahead", which told the story of the impact that proposed cuts to the EPA budget would have on the watersheds of the Susquehanna, the Delaware River, Lake Erie, and Pittsburgh's Three Rivers and their tributaries. This presentation will discuss strategies to improve the likelihood of news coverage, and to garner support and understanding from the general public for policy issues that can often be complicated and confusing.

*Presenter:*

Stephanie Wein, PennEnvironment

## Stormwater Session 1-1:45 p.m.

### *Targeting Industrial Stormwater*

Sub-topics: Our Power, Equity

Location: Independence Room

Like construction sites and city streets, many industrial facilities are regulated by state permits for polluted stormwater discharges. But no two industrial facilities are the same and the types of toxic pollutants discharged are varied. Industrial stormwater discharges can be substantial sources of contamination for rural, suburban, and urban waterways. In communities with high densities of industrial facilities, the public health ramifications of industrial stormwater regulation may be less familiar than that of air pollution, but they are not insignificant. This session will provide a 'soup-to-nuts' primer on industrial stormwater for advocates, focused on understanding the pollution source, how it is regulated, and how advocates can ensure accountability and pollution reductions through permit and enforcement advocacy.

*Presenters:*

David Flores, Center for Progressive Reform

Sylvia Lam, Environmental Integrity Project

Evan Issacson, Center for Progressive Reform



Photos courtesy of the Chesapeake Bay Program



Photo courtesy of the Chesapeake Bay Program

**2:30-5:30 PM**

### **FIELD TRIPS**

Participants who signed up for a field trip should meet at the Commons on Vine/ Ground level of the hotel at 2:30 p.m., unless otherwise noted below. All trips will depart no later than 2:45 p.m.

#### **Paddling, Macros and Snorkeling, Oh My!**

*Hosted by: NorthBay, Lower Susquehanna Riverkeeper, Audubon Naturalist Society, Shanks Mare*

Forming bonds with a river is a critical first step to motivating people to protect it. There are a number of ways to do this. Paddling on their surface and exploring the life contained in them through benthic macro invertebrate exploration are two traditional ways. Snorkeling is a more novel approach and allows people to experience rivers and the life in them on their terms. We will paddle the Susquehanna River from Shanks Mare Outfitter to Fishing Creek where will explore the benthic macroinvertebrate community, and if conditions allow, snorkel the stream to experience this amazing underwater community.

#### **Franklin & Marshall Green Walking Tour**

*Hosted by: Franklin & Marshall*

This is a walking tour of campus and the adjacent city park. Included will be rain gardens, green roofs, permeable pavement, swales and more. The theme will be the college's effort to reduce stormwater runoff and its harmful effect on streams and the Chesapeake Bay. Mention will be made of work by F&M professors in the field of dam removal and wetland restoration as well as the college's efforts to conserve water.

### **Susquehanna Petroglyphs Paddling Experience**

(Needs to meet at Commons on Vine at 1:30 p.m.)

*Hosted by: Chesapeake Bay Foundation, State Museum of Pennsylvania*

After a short safety/instructional discussion, participants will paddle from the Safe Harbor Recreation Area on the Conestoga Creek to the Susquehanna River where they will visit a small rock outcrop in the middle of the river. The site is covered with petroglyphs produced by early Native Americans. This two hour paddle should be comfortable for paddlers with limited experience.

### **Good Food, Healthy Farms, & Clean Water**

*Hosted by: Lancaster Farmland Trust*

This mobile seminar, hosted by Lancaster Farmland Trust, will introduce attendees to Lancaster County agriculture as an integral part of a local food system. Attendees will learn about farmland preservation, agricultural production, the Amish farming community, and sustainable farming practices that position agriculture as a solution to water pollution. Participants will visit Lancaster Central Market, the country's oldest farmers' market; Lancaster Farm Fresh Cooperative, a non-profit organic farmers' cooperative of over 100 family farmers and a preserved Amish farm with sustainable farming practices. Please dress appropriately for walking on a farm.

### **The Susquehanna by Sky**

(Needs to meet in the hotel lobby at 1:30 p.m.)

*Hosted by: SouthWings, Susquehanna Heritage*

Join volunteer SouthWings pilots and issue experts from the Susquehanna Heritage on a guided aerial tour of the Susquehanna River and the Conowingo dam system to learn more about the pollution threat posed to the Bay, land conservation in Lancaster county, and connectivity between the Susquehanna the surrounding watershed. While aboard consider how your organization may use conservation through aviation as a tool to highlight your priority issues from the air and influence environmental decision making.

### **Plainsect Dairy Farm Tour**

*Hosted by: Alliance for the Chesapeake Bay*

Meet Henry Fisher, a young Amish dairy farmer that worked with the Alliance for the Chesapeake Bay to bring his farm into compliance. Mr. Fisher is located in the Nickel Mines subwatershed of the Octoraro Creek Watershed. The Alliance supported Mr. Fisher to install a manure storage facility, stabilize his barnyard, and control the stormwater on his farm. From his work with the Alliance, Mr. Fisher developed a passion for conservation and the health of his watershed.

### **Lancaster City Green Infrastructure Bike Tour**

*Hosted by: City of Lancaster*

This three-hour bicycle tour will provide participants an opportunity to view more than ten of the City's green infrastructure program implementation projects and talk to staff, property owners, and contractors with firsthand knowledge of the projects. The various projects exemplify the City's key approaches to saving costs by integrating green infrastructure into public works processes and partnerships with private property owners. The City will provide comfortable, easy to ride bikes from its bike share program. The route will use city streets with and without on-street bicycle facilities, so participants should be comfortable riding with traffic. Helmets will be provided.

### **Making Pictures that Make People Care**

*Hosted by: Alliance for the Chesapeake Bay*

Location: Commonwealth Salon 1

This unique hands on workshop will introduce participants into painting a variety of water scenes, such as streams, rivers, lakes and waterfalls while at the same time learning the importance of conservation, what our function is in keeping our waters pristine. With each brush stroke, participants will break the fear barrier of trying a new approach in teaching others about our environment and how to enjoy it.

### **Mindfulness Session**

*Hosted by: FoxHaven Farm*

Location: Commonwealth Salon 2

We will take a contemplative walk downtown connecting to nature in an urban environment at the start of this workshop. Through group discussions, mindfulness exercises, games and meditations - we will focus on: Introducing mindfulness, revealing why experiencing nature is essential for well-being, enjoying mindfulness & sensory games and meditations, and exploring why being mindful of nature is essential for creating a more sustainable world.

**6:15-10 P.M.**

### **RECEPTION AT THE FARM AT EAGLES RIDGE**

Location: 465 Long Lane, Lancaster, PA 17603

*Transportation will be provided and attendees should meet in Commons on Vine. First bus will leave at 6:15 p.m., second bus at 6:30 p.m. If you are driving yourself, there is ample parking available on site. Dress is outdoor casual. Don't forget your dancing shoes!*

Join the Coalition for one of the best celebrations of the year! The event will feature delicious local fare from JDK Catering, live music from bluegrass band FrogHoller, and a special celebration of an amazing clean water champion, who is still continuing to fight for our watershed, Nick DiPasquale, former director of the Chesapeake Bay Program.

*First bus back will leave at 9:30 p.m., second bus at 10 p.m.*



Photo courtesy of the Chesapeake Bay Program

WEDNESDAY, MAY 23



Photo courtesy of the Chesapeake Bay Program

7:30-8:30 A.M.

**YOGA PROVIDED BY EVOLUTION YOGA**

*All levels of experience welcome and mats are provided!*

Location: Conestoga Room

8-8:50 A.M.

**YOUNG PROFESSIONALS OF COLOR MENTORSHIP PROGRAM**

Location: Commonwealth Salon 1

The Young Professionals of Color Mentorship Program (YPC) aims to foster the professional development of young people of color within the environmental field. By promoting camaraderie between young professionals of color and established environmental professionals, YPC encourages the retention of those beginning their career within the environmental community, increasing the diversity of its members, and making it more likely that individuals of color will grow into leadership positions.

8-8:50 A.M.

**BREAKFAST WITH AD-HOC ROUNDTABLES**

Location: Commonwealth Ballroom

Join us for an ad-hoc breakfast roundtable or take some time to network with other conference attendees before the day gets started. You can find a list of roundtables outside of the Commonwealth Ballroom.

9-9:45 AM

**BREAKFAST PLENARY: THE BUSINESS OF CLEAN WATER**

Location: Commonwealth Ballroom

When we think about the Chesapeake restoration and clean water movement, we know there are many stakeholders, but one in particular is becoming a larger focus: businesses. We partner with them on volunteer events, fundraise with them for conferences (like ours!), but how do we engage them in more meaningful ways? We are pleased to bring together this panel of business owners who are here to tell us just that.

John Cox, Turkey Hill  
Spike Brant, Nimblist  
Kelly Gutshall, LandStudies

*Moderated by Kate Fritz, director of the Alliance for the Chesapeake Bay*



Photo courtesy of the Chesapeake Bay Program

**10-11:45 A.M.**

## **SESSIONS AND WORKSHOPS**

### **Equity Workshop 10-11:45 p.m.**

*A Community Approach to Approaching a Community:  
Best Practices for Successful Engagement*

*Sub-topic: Our Power*

**Location: Commonwealth Salon 2**

Building transparency through collaboration is essential to the success of our clean water movement. During this workshop we will unpack how watershed organizations can become better allies with those facing environmental injustices in their region. From a community perspective, we will explore barriers to meaningful engagement and identify best practices to build strong and authentic partnerships with community leaders and other residents. This workshop will feature a panel discussion and breakout sessions.

#### *Facilitators:*

Jodi Lasseter, Founder of the North Carolina Climate Justice Summit

Carol Parenzan, Middle Susquehanna Riverkeeper

Mariah Davis, Choose Clean Water Coalition

#### *Panelists:*

Ann Keeler Evans, Unitarian Universalist Congregation of Susquehanna Valley

Beth Pusha, Southeast Rural Community Assistance Program

Serenella Linares, Audubon Naturalist Society

Alayna Chuney, Chesapeake Bay Foundation

Denise Hernandez, Eastern Pennsylvania Coalition for Abandoned Mine Reclamation

#### *Contributors:*

BeKura Shabaaz, Virginia Conservation Network

Ruby Stemmler, EcoLatinos



### **Pipelines Workshop 10-11:45 p.m.**

*Protecting Communities from the Pipeline Invasion*

Sub-topics: Public Engagement, Our Power, Communications

Location: Commonwealth Salon 1

New and expanding natural gas pipelines are proposed all over the Chesapeake Bay watershed. Pipelines present many hazards, including explosions, drinking water contamination, and leaks of climate warming methane. Activists across our region are taking a stand and using a variety of tactics with varying degrees of success. Join this workshop to hear from six different activists—all battling different pipelines with different tactics and strategies. Each presenter will provide a case study on a particular tactic, discuss what went well and what didn't, and provide helpful advice for other pipeline fights. Participants will have a chance to engage with the panelists in small groups and take a deeper dive into specific issues. Topics will include community outreach, advocacy, legal tactics, technology, communications, coalition building, nonviolent action, and visual strategy.

*Moderator:*

Brook Lenker, FracTracker

*Presenters:*

Brent Walls, Upper Potomac Riverkeeper

Kate Wofford, Shenandoah Valley Network

Eve Miari, Clean Air Council

Malinda Harnish Clatterbuck, Lancaster Against Pipelines

April Pierson-Keating, Mountain Lakes Preservation Alliance

Josh Yoder, Lancaster Against Pipelines

### **Agriculture Session 10-10:45 p.m.**

*Restoring our Waterways with Healthy Soils*

Sub-Topics: Chesapeake Blueprint, Our Power

Location: Independence

It's time we stop treating soil like dirt. By improving the overall health of soil, farmers have the ability to reduce runoff during storm events, increase water infiltration, "capture" crop nutrients, and reduce fertilizer use. Healthy soils can also fight climate change, preserve biodiversity, and increase farmer yields. Learn about the science behind and practice of building soil health, how it protects our waterways, policy levers to promote these farming practices, and how this issue can build bridges with untraditional allies.

*Presenters:*

Lamonte Garber, Stroud Water Research Center

Bill Chain, Chesapeake Bay Foundation

Betsy Nicholas, Waterkeepers Chesapeake

Hannah Smith-Brubaker, PASA/Village Acres Farm & FoodShed

**Our Power Session 10-10:45 p.m.**

*Influencing the Influencers & Citizen Advocacy in the Chesapeake Bay and Delaware River Watersheds*

Sub-topic: Public Engagement

Location: Federal

Whether it is convincing county park supervisors to plant riparian buffers, asking school superintendents to permit classes to take off-site field trips, or soliciting a funder for a project or program, building support among key individuals and groups can help you persuade decision-makers and achieve your desired goal. In this session, we will explore, learn and delve into best practices for how you can engage your constituents, colleagues, and community in ways that will empower and create opportunities for them to be the champion you need. Staff from Delaware Nature Society and Conservation Voters of Pennsylvania will share their experiences and current work.

*Presenters:*

Ezra Thrush, PennFuture

Chris Klarich, Delaware Nature Society

Emily Rinaldi, PennFuture

Kristin Zilcosky, New Jersey League of Conservation Voters & Conservation Voters of Pennsylvania

**11-11:45 A.M.**

**BREAKOUT SESSIONS**

**Agriculture Session 11-11:45 a.m.**

*Big Spring Run: Science Based Wetland Restoration*

Location: Independence

Big Spring Run is one of the most successful wetland restoration sites in the country. Located in Lancaster County, Pennsylvania agricultural watershed headwaters, it has been the subject of over 20 years of pre and post-restoration scientific study by a wide range of academic and governmental institutions including Franklin & Marshall College, EPA, Pennsylvania DEP and the US Geological Survey. Led by the principal investigators, Drs. Dorothy Merritts and Robert Walter of Franklin and Marshall College/Water Science Institute with Jeffrey Hartranft of Pennsylvania DEP this session will cover the background, methods and results of the project.

*Presenters:*

Joe Sweeny, Water Science Institute

Dorothy Merritts, PhD, Franklin & Marshall

Robert Walter, PhD, Franklin & Marshall

**Our Power 11-11:45 a.m.**

*Mobilizing the Faith Community*

Subtopic: Public Engagement

Location: Federal

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.

*Presenters:*

Jodi Rose, Interfaith Partners for the Chesapeake

Rev. Sandra Strauss, Pennsylvania Council of Churches

**11:45-12:45 P.M.**

**LUNCH KEYNOTE: NICOLE LEE**

Location: Commonwealth Ballroom

The success of the Chesapeake Bay community lies in the ability for us to 'connect our power' with all people who reside in the watershed. Our waterways and the Chesapeake Bay will not be clean until the most impacted communities are healthy and protected. That is why we are excited to have Nicole Lee joining us for our final plenary of the conference. Nicole Lee is a diversity, equity and inclusion expert, leadership coach, and nationally recognized speaker. She regularly consults with nonprofits, schools and businesses to improve their organizational climate for their workforce and all those that they serve. Nicole is an attorney and nonprofit leader, having formerly served as the first female President of TransAfrica, the nation's premier African American foreign affairs organization. She is a founder of the BMLP, a legal organization affiliated with the Movement for Black Lives.



Photo courtesy of the Chesapeake Bay Program



Photo courtesy of the Chesapeake Bay Program

1:15-2 PM

## BREAKOUT SESSIONS

### Equity Session

*How Can Behaving Inclusively Deepen Our Environmental Impact?*

Location: Commonwealth Salon 1

As the cost of clean water rises in the United States, access to it decreases. In the six Chesapeake Bay Watershed states, between 12.7 and 24 percent of children live in poverty, with Black, Hispanic and Native American children over-represented in this population. Awareness is growing among organizations committed to water restoration of the need to include the people most affected by the problems, in bringing about the solutions. This workshop employs a 'learn by doing' approach to equity by introducing participants to three Inclusive Engagement tools that individuals and institutions can use to meet their goals more effectively and deepen their impact for environmental justice.

*Presenter:*

Moira Wilkinson, Moira Wilkinson Consulting

### Public Engagement Session

*Deep Blue See: Photography, Art, and Community Engagement*

Sub-topics: Stormwater, Communications, Equity

Location: Commonwealth Salon 2

At Blue Water Baltimore we know that nobody understands the solutions to the complex challenges facing an urban neighborhood better than its residents. Photovoice is an internationally utilized, grassroots research method that enables a community to identify, represent, and enhance their surroundings through an artistic process. It uses the immediacy of photography and storytelling to furnish evidence and promote an effective, participatory means of sharing expertise to influence public policy. This session will explain the photovoice method and how it was used in two Baltimore City neighborhoods.

*Presenter:*

Michel Anderson, Blue Water Baltimore

## **Agriculture Session**

*Riparian Forest Buffers for Pollinators and Wildlife*

Sub-topic: Public Engagement

Location: Federal Room

Riparian forest buffers are critical for water quality. They are also a potential lifeline for animals that would otherwise have no habitat in our modern agricultural landscape. Many species which were once common now face steep declines and extirpation due to changing land use and agricultural practices. This includes pollinators, which are cornerstones of our ecosystems and economy. Riparian forest buffers can be designed to provide habitat for pollinators and other wildlife species with just a few tweaks, and these added benefits of buffers can be a powerful motivator for landowners considering conservation on the farm.

*Presenter:*

Ryan Davis, Alliance for the Chesapeake Bay

## **Our Power Session**

*Chesapeake Bay Funders Network and You*

Sub-topic: Chesapeake Blueprint

Location: Independence Room

Are you still waiting for the Chesapeake Bay Funders Network (CBFN) to knock on your front door with huge check for a million bucks? Whether you are or have given up on that for some time, this session is for you! Engage directly with staff and foundation members of the CBFN to learn more about who and what they are, the latest trends in funding and provide your input on how they could help strengthen the collective clean water movement in the region.

*Presenters:*

Jamie Baxter, Chesapeake Bay Funders Network

Julie Hester, The Campbell Foundation

Kacey Wetzel, Chesapeake Bay Trust

Celeste Land, Land Family Foundation



Photo courtesy of the Chesapeake Bay Program

2:15-3 P.M.

## BREAKOUT SESSIONS

### Equity Session

*Achieving Equity Across the Chesapeake Bay Watershed*

Sub-topic: Our Power

Location: Commonwealth Salon 1

Organizations large and small are at different parts of the journey needed to weave equity and inclusion into the fabric of their day to day work - some are now getting past the case-making for Diversity, Equity and Inclusion (DEI), and some have made explicit commitments to actively committing to and supporting equity in its many different forms. The Choose Clean Water Coalition and Chesapeake Bay Funders Network are collaborating on the development of a DEI Plan for the Chesapeake Bay community. In order to create this plan, we embarked on a year-long process to draft and distribute a strengths and challenges self-assessment survey for Coalition members, grant-makers and grantees. The results are in! From individuals, to member organizations, to Coalition leadership positions, to funders; there are different perspectives of what equity should look like and how individual organizations, the Coalition, and the Funders Network as a whole should approach this important work. Join this conversation to learn about this process, hear the results of the survey, and discuss next steps to achieving equity in our watershed.

*Presenter:*

Vernice Miller Travis, Skeo



Photo courtesy of the Chesapeake Bay Program



Photo courtesy of the Chesapeake Bay Program

### **Public Engagement Session**

*Engaging Non-Traditional Citizen Scientists in Clean Water Work*

**Sub-topics:** Our Power, Equity, Agriculture

**Location:** Commonwealth Salon 2

What do prisoners, paddlers, pipeline construction monitors, parochial school students, plain sect communities, interfaith community members, university students, passengers on a paddlewheel riverboat, dog walkers, “coal crackers,” and one energetic puppy have in common? They are all engaged in citizen scientist work with Middle Susquehanna Riverkeeper. In this session, explore outside the traditional citizen scientist box and discover ways to engage community members in your clean water work. This highly-interactive session will include a hands-on, mind-mapping exercise to expand your current thinking about community connections and move participants from connecting through activities to caring about and advocating for clean water.

**Presenter:**

Carol Parenzan, Middle Susquehanna Riverkeeper

### **Agriculture Session**

*Where the Map Meets the Mud: Watershed Assessment*

**Sub-topics:** Chesapeake Blueprint, Stormwater

**Location:** Independence Room

The development of a comprehensive watershed assessment method by Penn State’s Agriculture and Environment Center supports municipalities, landowners, and scientists in prioritizing implementation of best management practices. This assessment can be replicated in a variety of regions at varying scales and for a broad range of uses. Additionally, it requires minimal training and low capital investment, making this strategic method widely accessible and cost effective. By integrating commonly available tools and models, while approaching assessment with scientific accuracy and practical application, the Center has created a process to supply prioritized projects for long-term planning, implementation, and monitoring.

**Presenters:**

Matt Royer, Penn State Agriculture and Environment Center

Kristen Kyler, Penn State Agriculture and Environment Center

Sarah Xenophon, Penn State Agriculture and Environment Center



Photo courtesy of the Chesapeake Bay Program

### **Our Power Session**

*Pennsylvania Abandoned Mines, RECLAIM Act, & Reclamation:  
Community Outreach*

**Sub-topics: Communications, Public Engagement**

**Location: Federal Room**

The presentation will describe what the Pennsylvania Abandoned Mine Lands Campaign is, who the members are, and what the coalitions support and advocate for in relation to abandoned mine reclamation. The presentation will also highlight and update attendees on the Surface Mining Control & Reclamation Act Title IV Fee Reauthorization efforts in PA and throughout the Chesapeake Bay watershed. Discussions will be around why PA has been so successful in leveraging state, federal, foundation, private sector, co-gen, and coal industry funds to reclaim abandoned mine sites, remediate rivers and streams polluted by past mining practices, and build strong coalitions in underserved communities to improve the quality of life in the coalfields across a very large portion of the Chesapeake Bay watershed and the Commonwealth. The presentation will highlight effective ways to foster collaboration and building organizational capacity within our coalfield communities based on survey results conducted by WPCAMR.

**Presenter:**

Robert Hughes, Eastern Pennsylvania Coalition for Abandoned Mine Reclamation



# Notes

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# Choose Clean Water Conference

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The Hatcher Group	Spitfire Strategies
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Lancaster County Community Foundation	Water Science Institute
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Chesapeake Foodshed Network	Southeast Rural Community Assistance Project
Chesapeake Research Consortium	Shenandoah Valley Network
Delaware Nature Society	Southern Environmental Law Center
Ducks Unlimited	Virginia League of Conservation Voters Education Fund
Ecotone	Waterkeepers Chesapeake
Environmental Quality Services	West Virginia Rivers Coalition
GreenSmith Public Affairs	
Lancaster Clean Water Partners	
Lancaster Farmland Trust	



Photo courtesy of the Chesapeake Bay Program

### Thank you to this year's Conference Planning Committee:

**Kristin Reilly**, chair, Choose Clean Water Coalition  
**Amanda Hickle**, Lancaster Farmland Trust  
**Amanda John Kimsey**, National Parks Conservation Association  
**Chanté Coleman**, Choose Clean Water Coalition  
**Caroline Bott**, Mid-Atlantic River Network  
**Darius Stanton**, Chesapeake Research Consortium  
**Ezra Thrush**, PennFuture  
**Jeff Swinehart**, Lancaster Farmland Trust  
**Jenna Mitchell**, Alliance for the Chesapeake Bay  
**Jonathan Pinkerton**, Susquehanna Heritage  
**Kim Snell-Zarcone**, Choose Clean Water Coalition  
**Lane Whigham**, Chesapeake Bay Foundation  
**Mariah Davis**, Choose Clean Water Coalition  
**Mary Clemmenson**, Chesapeake Legal Alliance  
**Molly Parzen**, Conservation Voters of Pennsylvania

### Thank you to this year's Steering Committee Members:

**Jen Mihills**, co-chair, National Wildlife Federation  
**Josh McNeil**, co-chair, Conservation Voters of Pennsylvania  
**Angie Rosser**, co-chair, West Virginia Rivers Coalition  
**Becky Hammer**, Natural Resources Defense Council  
**Betsy Nicholas**, Waterkeepers Chesapeake  
**Bill Street**, James River Association  
**Brenna Goggin**, Delaware Nature Society  
**Chris Miller**, Piedmont Environmental Council  
**Dave Slater**, Chesapeake Bay Foundation  
**Ezra Thrush**, PennFuture  
**Hedrick Belin**, Potomac Conservancy  
**Jim Foster**, Anacostia Watershed Society  
**Joy Oakes**, National Parks Conservation Association  
**Kate Wofford**, Shenandoah Valley Network  
**Karla Raettig**, Maryland League of Conservation Voters  
**Laura Bankey**, National Aquarium  
**Lisa Alexander**, Audubon Naturalist Society  
**Mary Rafferty**, Virginia Conservation Network

