Clean Water: Bridging to New Partnerships 7th Annual Choose Clean Water Conference May 24-25, 2016 • Loews Hotel, Annapolis, Maryland



The Choose Clean Water Coalition harnesses the collective power of more than 200 groups around the Chesapeake Bay region protecting water for our

communities. ChooseCleanWater

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Dear Conference Participant;

Situated at the mouth of the Severn River, Annapolis is surrounded by water. We couldn't think of a better place to host the Choose Clean Water Coalition's 7th Annual Conference: *Bridging to New Partnerships*. Over the next couple of days, we will be discussing and investigating how to build effective and lasting relationships with important stakeholders including farmers, businesses, local governments and environmental justice communities. It is our intention that a dialogue about how to bridge new partnerships will extend over the course of the conference, and beyond. Field trips connected to each topic will allow for extended discussion, recreation and fun.

We are also excited by our featured speakers including keynote speaker, U.S. Environmental Protection Agency Administrator Gina McCarthy. A panel, led by a researcher at Virginia Tech, will highlight findings from working on the ground during the Flint, Michigan Water Crisis. Seventh generation farmer and *New York Times* bestselling author, Forrest Pritchard will talk about his experiences farming at Smith Meadows and his new book which details stories of sustainable farmers and how they are making a difference.

As part of the Coalition's work to promote diversity, we are proud to launch our first-ever *Young Professionals of Color Mentorship Program* in a united effort to support individuals who are already working in our organizations. This program will provide mentorship and camaraderie to a pool of interested young professionals of color to help retain them in our organizations and facilitate their rise into leadership positions. Over the last couple of years, the Choose Clean Water Coalition has made an unprecedented commitment to bring increased diversity to the Chesapeake Bay community. The launch of this new program at the conference signifies another important step toward this goal.

While the Coalition has grown significantly-enjoying over 200 member organizations from all six states and the District of Columbia-we know we must reach out to new partners and forge new alliances to return clean water to our communities. We hope the next couple of days provide energy and enthusiasm toward a more inclusive, diverse, equitable and successful Chesapeake Bay restoration.

Thank you for being part of our 7th Annual Conference and celebrating this important anniversary for the Coalition.

In conservation,

Co-chairs:

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Hilary Harp Falk National Wildlife Federation



Laila Va

Karla Raettig Maryland LCV



Bill Street James River Association



7th Annual CHOOSE CLEAN WATER Conference

Tuesday, May 24, 2016	
8:00 AM	Registration Opens Location: Atrium
9:00-9:15 AM	Welcome to Annapolis , Governor Larry Hogan (invited) Location: Regatta Ballroom
9:15-9:45 AM	The Tao of Water, Reverend John T. Crestwell, Unitarian Universalist Church of Annapolis Location: Regatta Ballroom
10:00-11:45 AM	Morning Track Sessions
	Track 1: Farming–Clean Water, Vibrant Farms: Building a Shared Future with Agriculture
	Location: Windjammer
	With farmland having the largest footprint in the Bay's watershed, agriculture leaders and environmental advocates are working to share strategies to minimize runoff and pollution while protecting a sustainable agricultural economy. This session brings together a panel of experts, including farmers, agency managers, and agricultural restoration specialists to discuss current challenges we must address through partnerships between clean water advocates and farmers, and the solutions that will lead to the restoration of Chesapeake Bay. Join us to explore the partnerships and progress needed to build a future in which clean water and vibrant farms are a hallmark of our shared watershed.
	Moderator: Kim Coble, Chesapeake Bay Foundation
	Panelists:
	 Cleo Braver, Cottingham Farm Chris Brosch, Delaware Department of Agriculture Matthew Ehrhart, Stroud Water Research Center, PennState Ag Council Trey Hill, Harborview Farms Jennifer Reed-Harry, PennAg Industries Association

Track 2: Local Government-Making it Work: Lessons Learned from Local Stormwater Programs

Location: Windmill Point

As part of restoring the Chesapeake Bay, local governments have been tasked with implementing stormwater programs in existing urban areas to prevent pollution from entering streams, rivers, and creeks. Learn about approaches taken by local governments to work through unique challenges to implement best management practices, engage in public education, and undertake water quality initiatives.

Moderator: Adam Ortiz, Department of the Environment for Prince George's County

- Joe Arrowsmith, Underwood Associates
- Kirk Mantay, South River Federation
- Amanda Rockler, Maryland Sea Grant
- Carl Simon, Blue Water Baltimore

Track 3:

Businesses-Businesses for the Bay

Location: Mainsail

Gather with regional business and non-profit leaders who will discuss environmental challenges and successes, environmental sustainability goals, and sustainable solutions that support Bay restoration. Attendees will also learn about the Alliance for the Chesapeake Bay's *Businesses for the Bay* membership association. This program is designed to encourage businesses throughout the Chesapeake region to find voluntary, innovative, and measurable solutions to improve water quality and the health of the Chesapeake Bay, and to raise public understanding of the valuable role these business members play in Bay restoration.

Moderator: Corinne Stephens, Alliance for the Chesapeake Bay

- Joe Carnahan, Luck Ecosystems
- Ben Savage, Flying Dog, Maryland Brewers Association
- Theodore Scott, Stormwater Maintenance and Consulting
- Elvia Thompson, Annapolis Green

Track 4:

Environmental Justice–Storytelling for Impact: Achieving Environmental Justice Through The Power of Personal Connection

Location: Thomas Point

What most makes people care about an issue is how meaningful it is to another person. A good story will connect with others, and result in action, far better than sets of facts and figures. In this session, five environmental activists tell their stories of how and why they got engaged in the work they do. We will discuss what makes for a good story, and workshop participants will have the chance to tell their "origin" story to others in the group. Join us for this fun and engaging workshop.

Moderator: Cathy Smith, Community-Based Communications, LLC

- Nathan Cabrera, Dundalk Renaissance Corporation
- Dennis Chestnut, Groundwork Anacostia DC
- Lakita Edwards, West Virginia Resident
- Analisa Freitas, Faith in New York
- Ronnie Webb, The Green Scheme, Inc.



11:45 AM-12:45 PM	Lunch
	Location: Regatta Ballroom
	Environmental Leadership Award Presentation in Honor of Senator Barbara Mikulski
	Lunch Keynote: Forest Pritchard, Organic Farmer/NY Times Bestselling Author
12:45-5:30 PM	Afternoon Track Sessions
	Track 1: Farming–Working Field Trip to Sustainable Clagett Farm
	Participants registered for this trip should meet in the hotel lobby at 12:45 PM to visit the Chesapeake Bay Foundation's Clagett Farm and learn about utilizing economic and environmental measures to achieve sustainable farming methods. Bus will depart promptly at 1:00 PM. <i>(Early departing field trip)</i>
	 Christy Brown, USDA Natural Resources Conservation Service - Maryland Carrie Cochran Vaughn, Chesapeake Bay Foundation Amy Crone, Maryland Farmer's Market Association Jay Ford, Virginia Eastern Shorekeeper Michael Heller, Chesapeake Bay Foundation
1:00-2:00 PM	Afternoon Track Sessions (continued)
	Track 2:
	Local Government–Policy Implementation: Making Resilient Changes for Stormwater
	Location: Windmill Point
	Join this session and hear local government experts discuss the development and implementation of stormwater management programs in existing urban areas of the Chesapeake Bay watershed.
	Moderator: Benjamin Alexandro, Maryland League of Conservation Voters
	Jake Cohen, People Acting Together in Howard
IPA	 Suzanne Etgen, Anne Arundel Watershed Stewards Academy Jarrett Smith, City of Takoma Park
	Track 3: Businesses–Brewers for Clean Water
the second second	Location: Mainsail
	Clean water is an essential resource to public health and economic viability. Learn about brewers who have effectively implemented sustainable programs into their business strategies to help restore the Chesapeake Bay.
	Moderator: Bill Street, James River Association
	Ramsay Adams, Catskill Brewery
	 Eric McKay, Hardywood Brewing Company Patrick Murtaugh, Hardywood Brewing Company
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Track 4:

Environmental Justice-Increase Your Cultural Competency: Interactive Activity

Location: Thomas Point [This activity will continue until 4:30 PM]

The Cross Cultural BaFa' BaFa' training gets participants talking about tough topics which are often shied away from in the workplace. The design of the simulation makes it easy for participants to feel safe in discussing issues of differences, culture and diversity. This program often creates "aha" insights, stimulates creative ways of looking at problems and helps both individuals and organizations overcome barriers to change and growth.

Facilitators:

- Chante Coleman, Choose Clean Water Coalition
- Zack Gerdes, Sierra Club
- Larissa Johnson, University of Maryland Center for Environmental Science
- David Lillard, West Virginia Rivers Coalition

Businesses for the Bay Business Forum

2:15-5:30 PM

Location: Windmill Point

Businesses for the Bay provides businesses with a forum where they can network, share best practices, facilitate environmental stewardship volunteer opportunities for employees, and promote environmental efforts that are important to them, their customers, and their communities. Gather at the Businesses for the Bay Business Forum to share environmental challenges and successes, learn more about environmental sustainability goals, identify needs, develop sustainable solutions that support Chesapeake Bay restoration, and learn more about the Businesses for the Bay membership association. This session is a great follow-up to the earlier track 3 morning session. Join us to engage with business, non-profit, and government leaders and network with Businesses for the Bay members, sponsors, and partners.

Facilitator: Corinne Stephens, Alliance for Chesapeake Bay

Presenters:

- Mark Southerland, AKRF, Inc.
- Dr. Lenneal J. Henderson, University of Baltimore's College of Public Affairs
- Steve Pattison, EcoLogix Group
- Albert Todd, Alliance for the Chesapeake Bay

2:30-5:30 PM	Field Trips Participants who signed up for the field trips should meet in the hotel lobby at 2:30 PM.
	 All trips will depart the hotel no later than 2:45 PM. Kayak on Back Creek in Moyer Back Creek Nature Park This excursion will take you down Back Creek where you can experience and enjoy a few hours of nature in the Chesapeake Bay watershed.
	 Tour Chesapeake Bay Foundation's Phillip Merrill Environmental Center and Cruise the Bay on an Educational Vessel Take a boat ride on this educational vessel and soak in the sun while exploring the Chesapeake Bay.
	 Annapolis Climate Walking Tour Don't miss out on this opportunity to discover historical downtown while learning about the impacts of climate change on Annapolis.
	• Visit Stormwater Projects along the South River in Annapolis Experience first-hand the success of stormwater projects along the South River and the benefits these projects have brought to the city.
6:30-10:00 PM	Reception at Chesapeake Bay Foundation's Phillip Merrill Environmental Center
	Location: 6 Herndon Avenue, Annapolis
	Transportation to the event will be provided by buses. Attendees wishing to take the bus should meet in the hotel lobby. Buses will depart promptly at 6:15, 6:25, 6:35, and 6:45 PM. Return transportation will be offered at 8:45, 9:15, and 10:00 PM.
Wednesday, May 25	Attendees are also welcome to drive to the event. Ample onsite parking is available.
8:00-8:45 AM	Young Professionals of Color Mentorship Program Kick-Off Location: Windjammer
<image/>	 Please join us as we kick-off a brand new Choose Clean Water Coalition program. In order to promote diversity in the Chesapeake Bay advocacy community, the Coalition is launching our first-ever Young Professionals of Color Mentorship Program (YPC). YPC will provide mentorship and camaraderie to a pool of interested young professionals of color to help retain them in our organizations and facilitate their rise into leadership positions within our professional community. We invite everyone to join us as we hear from inspirational speakers, pair mentees with mentors, and commence this important and invaluable program. <u>Facilitators:</u> Chante Coleman, Choose Clean Water Coalition Kate Fritz, South River Federation Kelli Holsendolph, Audubon Naturalist Society

Coalition Agriculture Work Plan Discussion

Location: Mainsail Breakfast buffet for this discussion will be available in the meeting room.

The Coalition is interested in creating a comprehensive strategy on agriculture in the watershed. This discussion will bring together farming experts and clean water advocates to discuss the current challenges, success stories, and approaches that may contribute to its development. Join this discussion to review the current work plan and contribute your thoughts and feedback.

Facilitator: Betsy Nicholas, Waterkeepers Chesapeake; Kim Snell-Zarcone, Conservation Voters of Pennsylvania

Breakfast Roundtables

Location: Regatta Ballroom

Changing The Conversation Around Climate Change

Climate change will result in an increased frequency and severity of storms, as well as a projected sea level rise of 2.1 feet by 2050. The consequences of these changes could be devastating, from both ecological and economic perspectives, if adaptive measures are not taken. Instead of focusing on how to stop climate change, this discussion will focus on nature-based solutions to increase coastal resilience and the adaptive capacity of waterfront communities, like Annapolis, to a changing climate.

Facilitator: Karl Schrass, National Wildlife Federation

Nutrient Trading

Maryland, Pennsylvania, and Virginia all have nutrient trading programs on the books. However, are these cap and trade programs actually working and making water cleaner? At this roundtable we will discuss what is needed to make a successful nutrient trading program and how each state needs to improve their system to match the Choose Clean Water Coalition nutrient trading principles. We will discuss if certain elements from each state's system can be used as models for the others.

Facilitator: Ben Alexandro, Maryland League of Conservation Voters

Pennsylvania Political Strategy

Please join fellow advocates working to protect the Susquehanna River Watershed for a facilitated dialogue about collaborative political strategy in Pennsylvania. Many Choose Clean Water Coalition members and supporters share a stake in building political power to influence clean water decision-making at the state level. By joining together for this inclusive breakfast discussion, we will brainstorm strategic power-building solutions, capture the collective knowledge of the group, and lay the foundation for the next level of collaborative policy and advocacy impact in Harrisburg. This is an opportunity for clean water advocates working in Pennsylvania to share new ideas and diverse perspectives that will support Pennsylvania's attainment of its required pollution reductions by 2025.

Facilitator: Amanda John, National Parks Conservation Association







9:00-9:45 AM	BREAKFAST KEYNOTE: EPA ADMINISTRATOR GINA McCARTHY Location: Regatta Ballroom
10:00-10:45 AM	Breakout Sessions
	Pipelines: Building Community Action
	Location: Mainsail
	In this session, panelists will discuss building a united voice within communities to bring awareness to the environmental impacts of pipelines. Focusing on local engagement, organizing experts will discuss empowering communities through education, outreach, and effective advocacy tools. Join in on the conversation to learn about the challenges and successes of building community action around pipelines.
	Moderator: Sam Malone Rubright, FracTracker Alliance
	 <u>Presenters:</u> Lynda Farrell, Pipeline Safety Coalition, Mayors' Council on Pipeline Safety Kim Van Fleet, Dickinson University
	The Value of Environmental Advocates in Office
	Location: Windmill Point
	Why should environmental advocates run for office? Does being in office help you become a more effective advocate? This Q&A session will provide attendees with the opportunity to learn more about what it's like to be an environmental advocate in office. Learn from current and former elected officials about the success and challenges of being an environmental advocate.
	<u>Moderator:</u> Andy Fellows , Environmental Finance Center, University of Maryland/Former Mayor of College Park, Maryland
	 <u>Presenters:</u> Michael Helfrich, Lower Susquehanna Riverkeeper/York City Council Member Mary Ann Lisanti, Lower Susquehanna Heritage Greenway/Maryland House of Delegates



Connecting the Dots: Boosting Water Quality Engagement Through Public Health Discourse

Location: Thomas Point

We all know that health is a core value that unites everyone. Polling shows that personal health is an important entry point to engage people around water quality. Scott Miller of Resource Media shares recent research and recommendations about how to better make the link between health and impaired water quality. He will also discuss how gathering and sharing authentic stories is a potential game changer in making this connection.

Moderator: Jennifer Herzog, Chesapeake Bay Foundation

Presenter: Scott Miller, Resource Media

Campaign Building: Challenges and Opportunities

Location: Windjammer

Launching and implementing an effective campaign can be expensive and time consuming but the benefits to your organization make it worthwhile. Learn about some of the challenges and opportunities facing Delaware and states nationwide related to water funding and how we have made progress over the last 18 months. Participants will learn best management practices related to campaign planning and ideas on how to overcome potential obstacles.

<u>Presenters:</u> **Brenna Goggin**, Delaware Nature Society; **Michael Bard**, Delaware Nature Society

11:00-11:45 AM Breakout Sessions

Changing the Game: Resource Conservation & Restoration in New York

Location: Mainsail

New York is experiencing a fundamental shift in the way we approach land and water conservation and threats against it. The state has banned fracking, denied pipelines, and increased its awareness of water quality related issues. Through grass roots efforts, community groups, land trust organizations, engaging with farmers, and the use of good old fashioned trust and respect, New York has garnered national attention for moving the ball forward in the struggle to maintain and restore our natural resources around the headwaters of the Susquehanna River and the northern most part of the Bay Watershed.

Moderator: Michael Sellitti, Sidney Center Improvement Group

Presenters:

- Ramsay Adams, Catskill Mountainkeeper, Water Defense
- Sara Schereen, Otsego Land Trust

Climate Change Impacts in the Chesapeake Bay Watershed

Location: Windmill Point

A changing climate is already affecting the Chesapeake Bay. Impacts include increasing coastal flooding and shoreline erosion and changes in wildlife abundance and migration patterns. Additionally, rising seas, warming water temperatures and prolonged periods of extreme weather are having significant impacts on water quality in our watershed. Panelists will discuss the projected impacts of climate change on the Chesapeake Bay through the lens of water quality and highlight opportunities and challenges for climate-smart policies to address the impacts of climate change.

Moderator: Karl Schrass, National Wildlife Federation

Presenters:

- Zoe Johnson, NOAA Chesapeake Bay Office
- Lew Linker, U.S. EPA Chesapeake Bay Program Office

On the Ground During the Flint Water Crisis

Location: Windjammer

In an effort to save money, Flint began to draw its water from the Flint River, instead of relying on water from Detroit. Residents immediately complained about changes in the water including smell and discoloration. Public health impacts, like hair loss and rashes, were also raised. Virginia Tech and Water Defense researchers found the water was highly corrosive. These researchers will discuss their findings and discuss what it was like working on the ground during the Flint Water Crisis.

Moderator: **Rebecca Rehr**, Maryland Environmental Health Network

Presenters:

- Christina Devine, Virginia Tech University
- Scott Smith, Water Defense

Communications Challenge: Integrating Old Media and New Media

Location: Thomas Point

Bring your communications challenges to the group! A presentation on 5 simple strategies small nonprofits can use to make sure their messages get heard using both traditional and social media—and how to integrate the two. Then, we'll open the floor for discussion on everyone's toughest communications challenges, and solve them!

Presenter: David Lillard, West Virginia Rivers Coalition





11:45 AM-12:45 PM

Lunch

Location: Regatta Ballroom

Environmental Leadership Award Presentation in Honor of Jennifer Stanley

Panel Discussion: TMDL Progress Report

The December 2010 Chesapeake Bay Total Maximum Daily Load (Bay TMDL) calls for an assessment in 2017 to review progress toward meeting the nutrient and sediment pollutant load reductions identified in the 2010 Bay TMDL, Phase I and Phase II Watershed Implementation Plans and two-year milestones. Panelists will discuss how much progress we have achieved, and where the gaps in progress remain. Panelists will discuss challenges to implementation and suggest the best path towards 2017 and 2025.

Moderator: Ridge Hall, Chesapeake Legal Alliance

Presenters:

- Nick DiPasquale, Chesapeake Bay Program
- Evan Isaacson, Center for Progressive Reform

Breakout Sessions

Clean Water Through a Human Health and Equity Lens

Location: Mainsail

In the wake of the Flint water crisis, we are all considering how to engage when there is a crisis or a threat. Why are some communities denied the fundamental right to clean water? And, why is the health of some communities completely disregarded? All of us care about the water we drink, whether it comes from the groundwater or the rivers and streams of our landscapes. Panelists will discuss the intersection between clean water, public health, and equity by examining current hot topics like coal ash, fracking, and other environmental justice issues.

Moderator: Angie Rosser, West Virginia Rivers Coalition

Presenters:

- Annie Bristow, Savage River Watershed Association
- Hope F. Cupit, Southeast Rural Community Assistance Project
- Cale Jaffe, Southern Environmental Law Center

The Eastern Shore Poultry Problem

Location: Windjammer

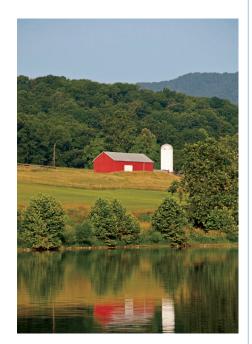
This session will provide an overview of the poultry industry on the Eastern Shore. Virginia Eastern Shorekeeper, Jay Ford, will discuss the expansion of poultry houses and the impacts of these houses on people in the community. He will cover issues like density and public health and illustrate how he has been working with the community to get reasonable restrictions on these houses.

Moderator: Betsy Nicholas, Waterkeepers Chesapeake

Presenter: Jay Ford, Virginia Eastern Shorekeeper



1:00-1:45 PM



Prioritizing Cultural Competency for Watershed Success

Location: Thomas Point

As we work to become a more diverse and inclusive advocacy community, we will need to be armed with the proper tools to ensure we reach success. Panelists will reflect on their personal experience with cultural competency training and discuss how this training is key to boosting our ability to reach out and engage with people from other cultures and backgrounds.

Moderator: Jamie Baxter, Chesapeake Bay Funders Network

Presenters:

- Elise Bruner, Blue Water Baltimore
- Leslie Davis, Belair Edison Community
- Vernice Miller-Travis, Skeo Solutions

Conversations for Change

Location: Windmill Point

Over almost twenty years, members of the International Coalition of Sites of Conscience have used facilitated dialogue to help stakeholders access challenging histories and build communities vested in positive social change. This session will share how we can have better and more productive conversations not only with our stakeholders but also with those whose interests differ from our own. Through real world examples, this session will explore how historic sites and natural resource parks are using facilitated dialogue to explore controversial science topics, reach new audiences and refine their messaging to be more effective.

Moderator: Brenna Goggin, Delaware Nature Society

Presenter: Sarah Pharaon, International Coalition of Sites of Conscience

1:45 PM

Blue Angels Flyover and Conference Adjourns





Choose Clean Water Conference

\$3,500

The Hatcher Group

\$1,000

Chesapeake Bay Trust Citizens for a Fort Monroe National Park Foundation for Pennsylvania Watersheds Luck Ecosystems Maryland League of Conservation Voters National Parks Conservation Association Natural Resource Defense Council Potomac Conservancy

\$500

Alliance for the Chesapeake Bay, Businesses for the Bay Anacostia Watershed Society Audubon Naturalist Society Chesapeake Bay Program Chesapeake Foodshed Network Chesapeake Legal Alliance Citizens for Pennsylvania's Future Clean Water Network Delaware Nature Society James River Association National Aquarium South River Federation Southeast Rural Community Assistance Project Waterkeepers Chesapeake West Virginia Rivers Coalition Virginia Conservation Network



Thank you to this year's Conference Planning Committee:

Chante Coleman, *Chair*, Choose Clean Water Coalition

Ben Alexandro, Maryland League of Conservation Voters

Brent Bolin, Clean Water Action

Hilary Falk Hary, National Wildlife Federation

Zack Gerdes, Sierra Club

Brenna Goggin, Delaware Nature Society

Jill Witkowski Heaps, Choose Clean Water Coalition

Jennifer Herzog, Chesapeake Bay Foundation

Amanda John, National Parks Conservation Association

David Lillard, West Virginia Rivers Coalition

Betsy Nicholas, Waterkeepers Chesapeake

Shardee' Powell, South River Federation

Shery Yang, Choose Clean Water Coalition

Thank you to this year's Steering Committee Members:

Hilary Falk Harp, National Wildlife Federation Bill Street, James River Association Chris Miller, Piedmont Environmental Council Hedrick Belin, Potomac Conservancy Kim Coble, Chesapeake Bay Foundation Betsy Nicholas, Waterkeepers Chesapeake

Joy M. Oakes, National Parks Conservation Association

Jacqui Bonomo, Penn Future

Lisa Alexander, Audubon Naturalist Society

Brenna Goggin, Delaware Nature Society Emily Francis,

Virginia Conservation Network

Jon Devine, Natural Resources Defense Council

Angie Rosser, West Virginia Rivers Coalition

Laura Bankey, National Aquarium in Baltimore

Jim Foster, Anacostia Watershed Society

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