



# Clean Water Starts Here



3<sup>rd</sup> Annual  
choose **clean** water  
Conference

June 4-6, 2012  
Lancaster Marriott at Penn Square  
Lancaster, Pennsylvania



Dear Friends:

## Welcome to our third annual Choose Clean Water Conference and welcome to Lancaster.

You spoke, and we listened. You knew one of the best ways for us to demonstrate that a clean Chesapeake Bay starts with clean local waters was taking our annual conference on the road. Our first stop: Lancaster, Pennsylvania. We couldn't have asked for a better host city. Although it is one of America's oldest and most historic inland cities, it is a proud hub for innovation in clean water and many other aspects of contemporary life. Lancaster's government and local organizations are excited to show us all they are doing to protect and restore clean water in both the city and in the surrounding farm community.

As part of our theme "Clean Water Starts Here," this year's Choose Clean Water Conference will feature solutions—from best ideas in creating, financing and managing Watershed Implementation Plans to land conservation strategies. Our presenters will share stories so that we can learn from their experiences. Plus, we'll discuss everything from attacks on the national Clean Water Act to the nuts and bolts for your organization's toolbox - communications, grassroots organizing and organizational power building.

We urge you to attend the field trips that we've organized. Whether it's urban or agricultural solutions, you can see many examples in Lancaster. Our conference partner, LIVE Green, will lead a walking tour around downtown Lancaster to see green infrastructure projects. Coalition member, Trout Unlimited, will show us before and after stream restoration projects. And, Coalition co-chair Chesapeake Bay Foundation and the Lancaster County Conservation District will take conference participants to see farms which have implemented reforms to improve water quality.

Our vision for the future includes vibrant, clean rivers and streams in all communities in the Chesapeake region. At Tuesday evening's dinner, we will honor Keith and Samantha Campbell who have done so much to build a community of advocates which will make this vision possible. Please join us in thanking them for their generous support which has brought us together and made us stronger.

In 2012, the Choose Clean Water Coalition—now supported by the time and effort of more than 230 member organizations in all six watershed states and the District of Columbia—celebrated an extraordinary year of achievement. Through state-specific, targeted campaigns focused on the Chesapeake Bay pollution diet, national stormwater rule, impacts of shale gas drilling, and federal appropriations, the Coalition is working to advance strong policy improvements and greater accountability by augmenting the resources and influence of organizations throughout the region.

Everyone has a role in protecting and improving the waters that mean so much to the quality of our lives. It is our hope that the third annual Choose Clean Water conference will fill you up with inspiration and new ideas that you will take home and use to inspire and motivate others to keep moving towards our goal of clean, vibrant waters throughout the Chesapeake Bay watershed.

Sincerely,

Tony Caligiuri  
National Wildlife Federation



Doug Siglin  
Chesapeake Bay Foundation



Chris Miller  
Piedmont Environmental Council



# 3rd Annual CHOOSE CLEAN WATER Conference

Monday, June 4

9:00 a.m.

## REGISTRATION OPENS

Location: Heritage Foyer, Level 3

10:00 a.m.

## WELCOME

Speakers: City of Lancaster's Mayor Rick Gray and Pennsylvania State Representative Mike Sturla

Location: Heritage Ballroom

10:45 a.m.-12:15 p.m.

## BREAKOUT SESSIONS, PANELS AND WORKSHOPS

### Workshop: Grassroots Organizing and Introduction to Power Building and Power Assessment

Presenter: Bill Davis, State Environmental Leadership Program

Power commonly comes in three forms: money, relationships and knowledge. Which forms of power does your organization wield? Most environmental/conservation groups can't compete with business interests on money and are already good at wielding information. The greatest gain to be made is in relationships, *ie.*, people. This session will provide an introduction to power assessment. We will discuss what power is, why you need it, how to measure it and how your organization can assess its power, how to build and integrate power building into all your organization's systems and leverage it for more environmental and conservation wins.

Location: Heritage A

### Panel: Land Conservation Strategies to Support Clean Water

Moderator: Karen Martinick, Lancaster Farmland Trust

The permanent protection of agricultural and natural lands is an important strategy for improving the health of the Chesapeake Bay. By linking the preservation of these lands with proven conservation practices, the impact of preservation and the funding available can be maximized. Land trusts throughout the watershed have been successful in efforts to protect land. This panel will examine how land trusts can add value by incorporating other conservation strategies into the work they are doing.

Location: Heritage B

### Integrating Smart Growth Into Chesapeake Bay Restoration

Moderator: Stewart Schwartz

Panelists will discuss the smart growth vision for the Washington, DC region, transit-oriented redevelopment of older suburban commercial corridors and protecting open green spaces using the redevelopment of Tysons Corner, Virginia and the protection of the Piedmont as examples of two sides of smart growth. This panel will seek answers on how we can better integrate, advocate for and reward smart growth decisions within Chesapeake Bay restoration efforts, thus protecting local waters and the Bay.

Location: Heritage D

(Monday continued on page 4)

12:30- 1:30 p.m.

**LUNCH**

Speaker: Russell Redding, Dean of Agriculture and Environmental Sciences, Delaware Valley College and former Pennsylvania Secretary of Agriculture

Location: Heritage Ballroom

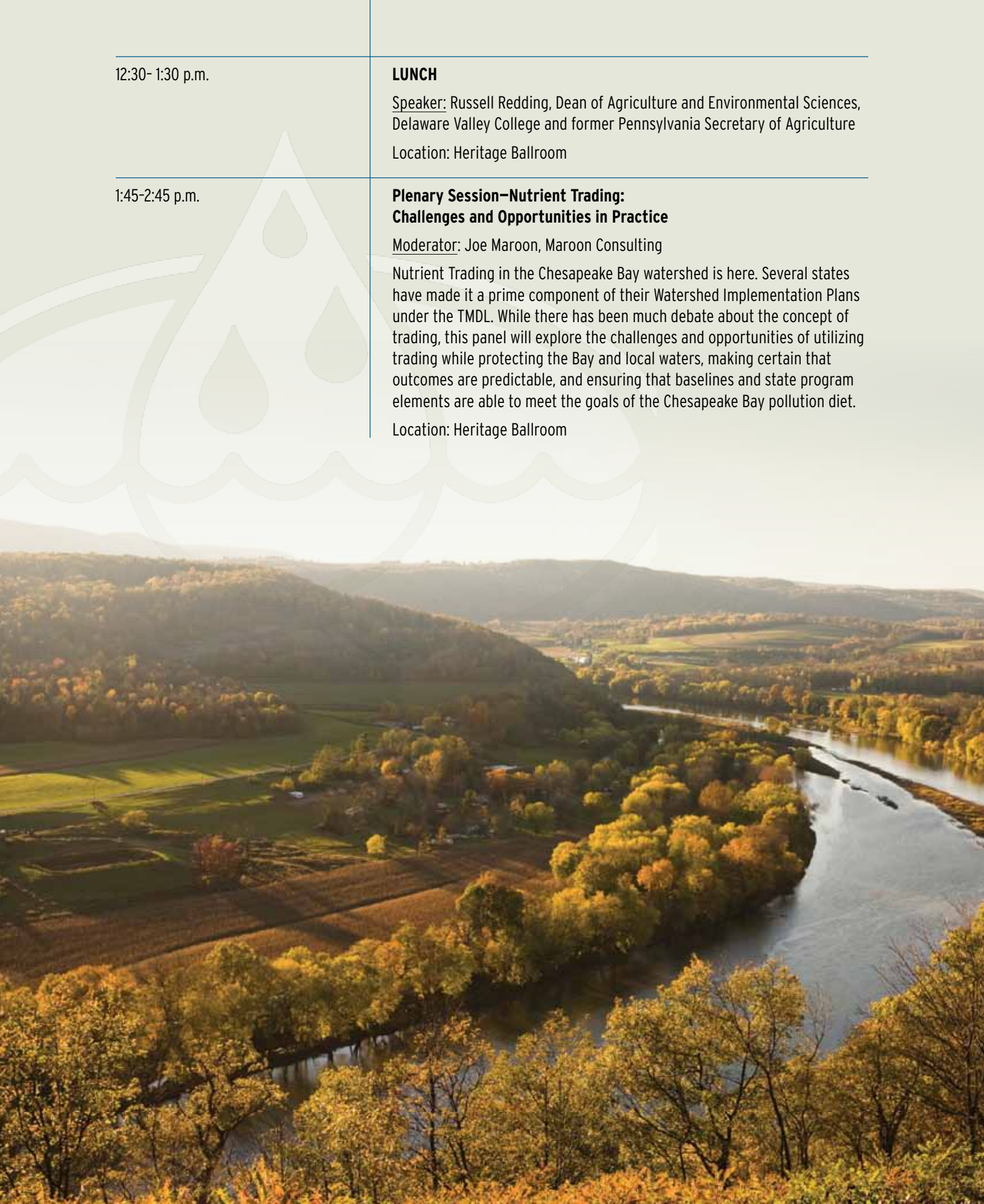
1:45-2:45 p.m.

**Plenary Session–Nutrient Trading:  
Challenges and Opportunities in Practice**

Moderator: Joe Maroon, Maroon Consulting

Nutrient Trading in the Chesapeake Bay watershed is here. Several states have made it a prime component of their Watershed Implementation Plans under the TMDL. While there has been much debate about the concept of trading, this panel will explore the challenges and opportunities of utilizing trading while protecting the Bay and local waters, making certain that outcomes are predictable, and ensuring that baselines and state program elements are able to meet the goals of the Chesapeake Bay pollution diet.

Location: Heritage Ballroom



3:00-5:30 p.m.

## FIELD TRIPS

Location: Freedom Hall Foyer, Level 1

### **Farm Visit–Best Management Practices at a Lancaster Farm**

Join the Lancaster County Conservation District at the Brubaker Farms of Mt. Joy to see their operation which has 950 dairy cows, 800 young stock, and a 48,000 bird broiler chicken operation. In addition to the nutrient trading project/trade between the Brucaker Farm and the Mount Joy Authority, the Brubakers operate a manure digester. Currently, the digester is generating 4-5 MW of electricity a day with the potential to generate enough electricity to supply 150-200 homes a day. The Brubakers have several additional projects that support their environmental efforts.

### **Farm Visit–Working with Plain Sect Amish to Improve Water Quality**

Join the Chesapeake Bay Foundation to meet Samuel F. Zook who owns and operates a 45 head dairy farm on 67 acres of farmland and pasture in Strasburg, PA. In 2011-12, a grant from Pennvest (PA Infrastructure Investment Authority) funded significant improvements to the dairy facility including the construction of a new waste storage facility, heavy use area protection, diversion, and other agricultural BMPs. In addition, Mr. Zook participated in the CREP program to plant 2.5 acres of riparian forest buffer on a small stream on the farm. The project demonstrates a combination of strategies to assist an Amish farm in environmental compliance, enhanced farm production, and ecological restoration.

### **Walking Tour–Check Out Lancaster’s Green Infrastructure Projects Around the City**

The Lancaster City Green Infrastructure walking tour will take participants on a three mile green infrastructure walk through downtown Lancaster. From the historic alleys of Central Market to a vegetative roof, this tour will provide participants with an opportunity to discuss the practicalities of implementing the City’s green infrastructure plan in a historic urban setting. Tour guides Fritz Schroeder and Danene Sorace of LIVE Green, an initiative of the Lancaster County Conservancy, will describe current and future projects including alleys, parks, roofs, and streets.

### **Site Visit–Partnerships and Practices to Restore Conowingo Creek**

Join Trout Unlimited (TU) for a visit to Conowingo Creek where TU's Donegal Chapter is working with landowners to mitigate agricultural impacts to water quality and restore aquatic habitat in Lancaster County's only "Class A" wild brown trout stream. Attendees will examine the outcome of a major stream restoration project completed along 4,000 linear feet of the Conowingo in 2011. Learn how Donegal TU's unique relationships with agencies, landowners and consultants, combined with its mission-driven focus on trout conservation, has helped to restore the Chesapeake Bay while improving a valued local recreational resource. Bring your polarized sunglasses to help spot trout and view fish habitat enhancement structures in action!

(Monday continued on page 6)



6:00-7:00 p.m.

**WELCOME RECEPTION**

Location: Freedom Hall Foyer, Level 1

7:00 p.m.

**Dinner on Your Own**

**Tuesday, June 5, 2012**

8:00 a.m.

**Breakfast and Panel: Grassroots Lightning Success Stories**

Hosted by the Chesapeake Bay Trust

Moderator: Tanya Dierolf, PennFuture

Panelists will discuss important lessons learned from their own grassroots initiatives. Aspects of a successful campaign and challenges to grassroots organizing will be discussed in a short, lightning format.

Location: Heritage Ballroom

9:00-10:00 a.m.

**Plenary Session—Protecting Clean Water at the Federal Level and Defense of the Clean Water Act**

Moderator: Mark Van Putten, Conservation Strategy

The panel will explore the national legislative pressures the Chesapeake Bay restoration is facing. The catalyst for Congressional backlash is the U.S. Environmental Protection Agency which has interpreted the Clean Water Act and judicial rulings to implement new pollution reduction and restoration actions. The panel will also look at such places as the Everglades, which has been targeted due to numeric nutrient water quality standards. The significance of the Clean Water Act to the Chesapeake and Everglades restoration efforts will be detailed. The panel will conclude with a discussion on how to defend and protect the Act from efforts to weaken it.

Location: Heritage Ballroom

10:15-11:45 a.m.

**BREAKOUT SESSIONS, PANELS AND WORKSHOPS**

**Workshop: Recruiting Strategic Messengers**

Facilitator: Michael Goldberg, ActionMedia

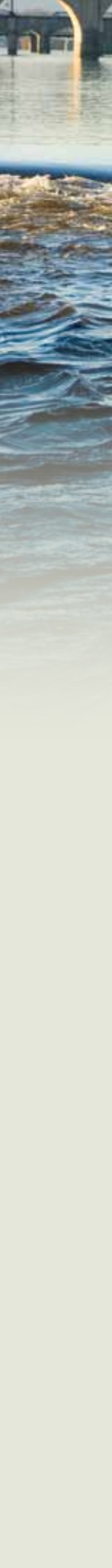
This session will continue the discussion from Monday's Power Building and Assessment session and participants are encouraged to attend both. We'll review core messages of the Choose Clean Water campaign, and discuss how to recruit, equip and mobilize strategic messengers, from the communities we serve, who can help decision makers understand the local benefits of choosing clean water.

Location: Heritage A

**Workshop: Stormwater Financing Mechanisms—Developing and Implementing Local Financing Solutions**

Moderator: Joanne Throwe, Environmental Finance Center at University of Maryland

It is rumored that paying for stormwater management is beyond the capacity of most communities. By developing a sustainable and dedicated revenue stream, however, great strides can be achieved towards improving local water





quality. Learn how Lynchburg, Virginia; Takoma Park, Maryland; and Lancaster City, Pennsylvania were each able to successfully implement a comprehensive program that will finance their stormwater requirements for years to come. Specifically, you will hear ways in which to engage citizens and elected leaders; steps to take to avoid violations; and tips on implementing a program that helps to achieve your local sustainability goals.

Location: Heritage B

**Panel: A Model for Engaging Non-Traditional Audiences in Watershed Issues: the Watershed Stewards Academy for Faith Communities**

Presenters: Lee Cain, Anacostia Watershed Society and Dottie Yunger, Chesapeake Covenant Community

Many faith traditions recognize the imperative to care for creation yet often lack the time, knowledge, and resources to respond to local and regional watershed issues. The Watershed Stewards Academy provides people of faith with the tools and expertise they need to be good stewards, as well as engage in pollution source reduction in their local subwatersheds. Not only do their efforts reduce pollution and lead to improved water quality, they serve as powerful demonstration models in their communities. The Anacostia Watershed Society and Chesapeake Covenant Community will share best practices from their efforts to engage houses of worship in pollution source reduction in the Anacostia and Potomac Watersheds, engaging this non-traditional audience as a much-needed partner in clean-up efforts.

Location: Heritage D

12:00-1:00 p.m.

**LUNCH**

Speaker: Josh McNeil, Executive Director, Conservation Voters of Pennsylvania

Location: Heritage Ballroom

1:00-2:00 p.m.

**Plenary—Best Ideas in Local Clean Water Implementation Plans (WIPs)**

Moderator: Chris Jakubiak, Jakubiak and Associates

Join us to hear about some of the best ideas coming out of the Watershed Implementation planning process. Staff from local governments in four communities in Maryland and Virginia will highlight how their communities are meeting the challenge of cleaning up their local waterways.

Location: Heritage Ballroom

2:00-3:00 p.m.

**Plenary—Lancaster the Big Green Sponge: Green Infrastructure in Our Host City**

Moderator: Danene Sorace, LIVE Green

In a little over three years, Lancaster City has completed a green infrastructure planning process, secured over \$10M in funding, recalibrated its capital improvement planning process and launched a community education campaign entitled Save It! Your Water. Your Money. Your City. More than 100 green infrastructure projects are either completed or in the works are estimated to capture millions of gallons of stormwater.

(Tuesday continued on page 8)



Simultaneously the City, like many others, is facing significant economic constraints and needs to both “sell” green infrastructure as the solution to our combined sewer overflow problem and figure out a way to pay for it. Participants will hear from City government, non-profit and business communities about Lancaster’s “stormwater story” sharing their unique perspectives.

Location: Heritage Ballroom

3:30-4:30 p.m.

**Restoration Project–Tree Planting in Lancaster City and Green Roof Tour**

Location: 100 block of East King St.

**TREE PLANTING**

Join Lancaster City Arborist and other conference participants in a street tree planting on the 100 block of East King St. to help complete urban renewal as part of the Historic East Side development.



*Photo courtesy of LIVE Green*

**GREEN ROOF**

Visit the newest green roof in Lancaster City. Located right next door to the Lancaster County Convention Center Tellus360 is a welcome addition to retail establishments in Downtown Lancaster. The Tellus360 commitment for greening goes beyond their product line to include a 9,000 square foot vegetative roof system. Join Fritz Schroeder of LIVE Green for a visit on the roof to learn about the City of Lancaster’s green roof program and specific details about the Tellus360 green roof install.

5:30-6:30 p.m.

**RECEPTION**

Hosted by the Chesapeake Bay Funders Network

Location: Commonwealth Foyer, Level 2

6:30 p.m.

**BANQUET DINNER AND AWARDS PROGRAM**

Hosted by the Chesapeake Bay Foundation and the National Wildlife Federation

Location: Commonwealth Ballroom, Level 2



Wednesday, June 6, 2012

8:00 a.m.

**BREAKFAST**

Location: Heritage Ballroom

9:00-10:15 a.m.

**Plenary—Challenges to Addressing Water Impacts of Extractive Industries**

Moderator: John Dawes, Executive Director at Foundation for Pennsylvania Watersheds

Rapid development of the natural gas drilling industry in states across the Chesapeake region has challenged communities with positive and negative impacts, including drinking water contamination, intense industrialization of farm and forest lands and increased erosion and runoff of nutrients and sediment from drilling operations. This panel will look at the challenges to addressing this potential source of pollution and will focus on emerging opportunities and research from the field.

Location: Heritage Ballroom

10:15-11:15 a.m.

**Plenary—Local Government Perspectives on Meeting Challenges of WIP Implementation**

Moderator: Mayor Rick Gray, City of Lancaster

Local leaders are on the front lines of implementing the Chesapeake Bay pollution diet. Find out how they view the challenges and opportunities of the work ahead.

Location: Heritage Ballroom

11:30 a.m.

**Conference ends**



*Photo courtesy of LIVE Green*

\$10,000 and above



the city of **Lancaster**  
*a city authentic*

The Summit Fund  
of  
Washington



The Campbell Foundation

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# Choose Clean Water Conference

\$2,500



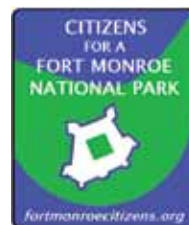
Curtis and Edith  
Munson Foundation

*Prince Charitable Trust*



Foundation for Pennsylvania Watersheds

\$1,000



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LandStudies

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Anacostia Watershed Society

**Stella Koch**  
Audubon Naturalist Society

**Doug Siglin** (co-chair)  
Chesapeake Bay Foundation

**Andy Fellows**  
Clean Water Action

**Ginger North and Brenna Goggin**  
Delaware Nature Society

**Tommy Landers**  
Environment Maryland

**Bill Street**  
James River Association

**Laura Bankey**  
National Aquarium

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**Jon Devine**  
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**George Jugovic and Tanya Dierolf**  
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**Chris Miller** (co-chair)  
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