

2011 Water Resources Education Network Meeting

June 14 & 15, 2011

Speaker Bios and Contact Information

Note: Two Pre-Meeting Sessions are offered: The Dickinson College Sustainability Walking Tour, and a session on Marcellus Monitoring offered by the ALLARM Program at Dickinson College

Dickinson College Walking Tour, the Center for Sustainability Education

Dickinson College's Center for Sustainability Education will host a walking tour featuring two of its LEED certified structures.

"Treehouse" residents are selected from an application pool based on their commitment to environmental sustainability and ecological accountability. The 14 student residents of this self-directed living community are dedicated to healthy, low-consumption lifestyles. They have ecological footprints that are extremely sustainable, and they consume at least 50 percent less water, electricity and fossil fuels than the average college student.

WREN attendees will be joined by a Dickinson College Facilities Engineer who will provide a brief tour of the Rector Science Complex, Dickinson's LEED Gold academic building. The complex features 90,000 square feet of state-of-the-art laboratories, classrooms and research facilities, and houses the departments of biology, chemistry, psychology and interdisciplinary programs in biochemistry & molecular biology and neuroscience.

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Marcellus Monitoring

Concerned residents and landowners living within the Marcellus shale play are asking how they can best determine if streams are being affected by drilling activities. For many, the goals are early detection and prevention of serious environmental impact. Community groups involved in volunteer monitoring as well as regional and state-wide service providers have responded to this need by collaboratively developing protocols and database management strategies to achieve these goals. In 2010, the Alliance for Aquatic Resource Monitoring spent seven months researching and testing a volunteer-based Marcellus Monitoring protocol for the early detection of flow-back contamination in small Pennsylvania streams.

Julie Vastine, Director, Alliance for Aquatic Resource Monitoring (ALLARM) at Dickinson College. Julie is responsible for leadership of the ALLARM program, as well as providing monitoring technical assistance to watershed organizations. Julie has worked with volunteer monitors for nine years.

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Julie A. Kollar, Project Director, Water Resources Education Network

Julie has been with WREN since 2001, and has been the WREN Project Director since 2008. She also serves on the DEP's Small Systems Technical Assistance Center Advisory Board (TAC); and DEP's Marcellus Shale Source Water Protection Work Group. WREN is a project of the Citizen Education Fund of the League of Women Voters of Pennsylvania. WREN Projects work to protect and improve our most precious natural resource, our water. WREN works to help local community partnerships take action to reduce health risks and improve quality of life by preventing pollution of the lakes, rivers, streams, springs, and groundwater that serve as sources of drinking water, and the places where we fish, swim, relax, and enjoy. Since 1992, the WREN Project has provided training and almost \$2 million in funding to over 300 community partnerships working to safeguard Pennsylvania water resources now and for future generations.

Julie came to WREN in 2001 as the first Source Water Protection Program Manager, in a brand new effort to protect community drinking water at its sources throughout Pennsylvania, in partnership with PA DEP. Prior to WREN, as a volunteer, Julie founded the Environmental Advisory Council in her Township and won several watershed restoration grants and a PA Environmental Council Award. To assist local farmers, she created the only Agricultural Security District in Eastern Montgomery County. She assisted with the complete re-write of the township's Zoning and subdivision codes to incorporate environmental resource protection including riparian buffers, for the first time. Its streamside buffer provision has often been referenced as an example. Julie has run her own marketing consulting company and worked with Fortune 500 companies as an IT disaster recovery account manager, and as an IT sales executive for a large computer company. She holds a B.A. in International Studies from Dickinson College in Carlisle.

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Communicating Action - Case Studies from the Grassroots

Hear the lessons learned from 30+ years of creating change, and how using smart and specific communications strategies can increase your chances for success. Warning: Anecdotes may be NSFW (not safe for work) in places.

Jeanne Clark, Director of Communications, PennFuture

Jeanne Clark designs and implements external media strategy for print, radio, television and electronic press coverage. She advises and trains PennFuture staff and clients for media presentations, writes and designs media materials, produces video and audio packages for both earned and paid media placement, and is the day-to-day contact between all working press and PennFuture. In addition, Clark provides grassroots and fundraising expertise and advice to the organization.

Clark is also the director of the Environmental Communications Resource Center for Western Pennsylvania. Established by PennFuture with the generous support of the Heinz Endowments, the Center provides media training, ongoing technical assistance, market research and campaign development assistance to environmental and conservation organizations in western Pennsylvania.

Clark is a nationally respected media, fundraising and grassroots organizing authority, with more than 30 years of experience. She has served as National Press Secretary for the National Organization for Women (NOW); coordinated press outreach and coverage for nearly every major Washington, DC march for women's rights, civil rights, labor unions and gay rights from 1986 - 2004; was Chief Operating Officer for Anthony, Stanton and Gage, a political consulting firm; and served as Pennsylvania Media Coordinator for the Safe Energy Communication Council during Pennsylvania's transition to electricity deregulation.

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TDS, Bromides and Radionuclides in the Allegheny River: A Possible Association with Marcellus Shale Mining

Dr. Stanley States, Director of Water Quality and Production, Pittsburgh Water and Sewer Authority

Dr. States is the Director of Water Quality and Production for the Pittsburgh Water and Sewer Authority. He has been with the Authority for 35 years. Stanley holds an MS in Forensic Chemistry and a Ph.D. in Environmental Biology from the University of Pittsburgh.

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Make a Splash with Your Communications, Water Words That Work (WWW) Parts 1, 2 & 3

Water Words That Work Part 1

Relearn the language that everyday citizens use and you'll become more confident and successful as you set out to enlighten the uninformed and persuade the undecided to take a stand or take action on behalf of our rivers, lakes, and oceans. In Part 1, we'll explore how everyday citizens react to materials prepared at a professional level.

Water Words That Work Part 2

WWW Part 2, covers steps 1 through 4 of the environmental message method, a step-by-step process for transforming professional and technical language into action language that will help make your next fundraising, issue advocacy, and behavior change campaign a success.

Water Words That Work Part 3

WWW Part 3, covers steps 5 and 6 of the environmental message method, exploring the power of examples, testimonials, and other endorsements from "people like me." During this hands-on training you'll discover how to use free tools built into Microsoft Word to determine the reading level of your piece.

Eric Eckl, Principal, Water Words that Work, L.L.C.

Eric Eckl's role models include Aldo Leopold, Rachel Carson, Martin Luther King, Maxmillian Berlitz, P.T. Barnum, and the Sham Wow Guy. Eric loves campaigns and would run for office if he could give the job to somebody else after he won. Instead, he helps people like you with your pollution prevention, fundraising, and issue advocacy campaigns.

Eric founded Water Words That Work LLC as a marketing and advertising agency for nature protection and pollution control organizations. Since 2009, the company has assisted more than 50 conservation organizations, including the National Park Service, the Alliance for the Chesapeake Bay, the Southwest Florida Water Management District, the Minnesota Association of Watershed Districts, the Ogeechee Riverkeeper, and many others.

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Before launching Water Words That Work, Eric managed fundraising, media relations, and publishing activities for many conservation organizations. His past employers include Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the White House Council on Environmental Quality.

Eric has appeared in countless media stories, including CNN and the New York Times. He is a frequent speaker at environmental, marketing, and technology seminars?

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Update on Pennsylvania Water Policy

Andrew Zemba, Acting Executive Director, Water Planning – PA DEP

Andrew Zemba is the Acting Executive Director of the Water Planning Office in the Pennsylvania Department of Environmental Protection, headquartered in Harrisburg. He oversees activities related to the Chesapeake Bay, Coastal Zone, Nutrient Trading and State Water Plan programs, in addition to assisting with River Basin Commission efforts. Prior to his service in Water Management, he worked in the Department's Air Quality Program.

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Update on SRBC Early Warning Systems and Source Water Protection Initiatives

Andrew Gavin, Manager Monitoring & Protecting, Susquehanna River Basin Commission,

Andrew Gavin is Manager of the Monitoring and Protection Program at the Susquehanna River Basin Commission (Commission). His major work responsibility is directing the Commission's efforts in developing and implementing projects related to water quality monitoring and protection. Prior to working for the Commission, Mr. Gavin held positions with a U.S. Department of Energy research consortium and the U.S. Geological Survey. He holds a Master of Science degree from Northern Arizona University in geology, and a Bachelor of Arts degree from The College of Wooster in geology.

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Partnering with Local Officials: How to make it Happen

Panelists:

David Hess, Director of Policy and Communications and former Secretary, PA Department of Environmental Protection

Mr. Hess has served in state government for over 30 years holding positions in the Pennsylvania Senate and the former Department of Environmental Resources. He is now Director of Policy and Communications with Crisci Associates.

During his tenure as Secretary and a senior manager at DEP, the agency won more national and international awards for innovation than any other state agency in the country. The awards involved innovations in communications and public involvement, restoring brownfield industrial sites, using the Internet and information technology in unique ways, and watershed and water resource protection.

He also helped guide the successful rescue of nine miners trapped in the Quecreek Mine in Somerset, Pennsylvania in 2002 and the environmental response to the crash of Flight 93 on September 11, 2001

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David Hess

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Ed J. Knittel, Director of Events and Information Services, Pennsylvania State Association of Boroughs

Ed's experience includes over 25 years as a municipal manager with Boroughs and Townships throughout Pennsylvania, including 11 years as Camp Hill Borough Manager. Additionally, he has served as a municipal consultant for a number of cities, townships and boroughs.

While at PSAB, Ed has developed an extensive series of training for municipal officials, and employees utilizing traditional classroom setting, one-on-one technical assistances and Webinars. Currently over fifty Webinars per year are provided by PSAB. He represents PSAB by serving on several state government and private sectors committees.

Prior to joining Pennsylvania State Association of Boroughs, he served as an instructor for PSAB as well as for Pennsylvania's Department of Community Affairs and the Department of Community and Economic Development.

*While Manager of Camp Hill Borough the borough was recognized as a **Tree City USA Community** was awarded First Place, nationwide **Communities in Bloom**, Camp Hill Borough was awarded the **Governors Award for Environmental Excellences**.*

Ed has served as president of the Government Finance Officers Association of Central Pennsylvania and as a member of PSAB's Economic Development Committee. Previously he had been a member of the Association of Pennsylvania Municipal Managers, the International City/County Management Association and the American Public Works Association.

Ed has earned a BA Political Science/Economics, and a MA in Public Affairs from Indiana University of Pennsylvania. He was awarded an Associate degree from SUNY at Alfred.

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Melinda Downey Shultz, Communications Director, Pennsylvania Municipal Authorities Association

Melinda Downey Shultz has been an environmental writer for more than twenty years. For fifteen of those years, she managed the statewide communications program for the Pennsylvania office of the Chesapeake Bay Foundation (www.savethebay.org), an organization on the cutting edge of protecting and restoring water quality in the Chesapeake Bay region.

Since 2005, she has been the communications director and the magazine editor for PA Municipal Authorities Association, a statewide organization of water/wastewater community service providers.

Melinda has a Bachelor of Science degree from The Pennsylvania State University and a Master's in Fine Arts from Carlow University (Pittsburgh and Ireland).

She lives with her husband and two Labrador retrievers, in Carlisle on a sprawling patch of ground that includes nine gardens and far too many weeds.

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James Wheeler, Director of Environmental Affairs and Manager, CDL Program, PSATS

James Wheeler, the Director of Environmental Affairs for the Pennsylvania State Association of Township Supervisors, has provided environmental policy research and implementation for member townships since 1991.

Mr. Wheeler serves on the state's Sewage Advisory Committee, Small Water Systems Technical Advisory Committee, Low Level Radioactive Waste Advisory Committee, DEP's Chesapeake Bay Advisory Committee and Nonpoint Source Liaison Workgroup, and the U.S. EPA Chesapeake Bay Program's Local Government Advisory Committee, and monitors the activities of the Storage Tank Advisory Committee, Solid Waste Advisory Committee, Recycling Fund Advisory Committee, Water Resources Advisory Committee, and the Statewide Water Resources Committee.

He also manages and provides training for the PSATS CDL Program and oversees the Township Engineers Association and the Township Planning Association, and coordinates the PSATS Annual Conference & Trade Show.

A native of Tennessee, Mr. Wheeler graduated from DePauw University in Greencastle, Indiana.

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Lessons Learned – Making Water Words Work

Beth Futrick, Agricultural Ombudsman, Blair County Conservation District

Beth Futrick was hired in 2008 to continue the Ombudsman work from the Blair County office. Beth has a B.S. in Secondary Education (Biological Science and Environmental Education). She worked as a Chesapeake Bay Technician for the Blair and Centre Districts for the past 11 years assisting farmers with the installation of their Best Management Practices. The Blair County Ombudsman works closely with the counties in the North Central area and throughout Pennsylvania.

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Putting Source Water Protection into Action

Tom McCaffrey, Geologic Specialist, PADEP, SW Region Office

Tom is a Geologic Specialist in PA Department of Environmental Protection's Watershed Management Program and is located in the Southwest Regional Office – Pittsburgh. He received a BS in Geology from the University of Pittsburgh in 1993. He has completed some Graduate Courses in Geology, from University of Pittsburgh, and Geographic Information Systems, from West Chester University. Tom has spent his career with PA DEP in the Water Supply and Watershed Management Programs. His career began in the Southeast Region as a Water Supply Sanitarian from 1995-1999. During his time in the Southeast Region, he was a member of the Water Supply Regional Trainer Team. Tom has been a Geologic Specialist in the Source Water Assessment & Protection Program since 1999.

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Mark Stephens, P.G., Hydrogeologist, PA-DEP - North Central Region

Education:

*BS Geosciences Pennsylvania State University, AS Civil Engineering Technology, Community College of Allegheny County
MS Environmental Pollution Control, Penn State University *In-progress*

Work Experience:

Nearly 20 years of diverse professional experience related to water resource exploration and protection, permitting, hydrogeological studies, environmental investigations, land reclamation, waste disposal, environment site assessments, groundwater water modeling, groundwater and soil remediation projects, source water protection plan development and project managements.

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PENNVEST NPS Funding

Paul Herzer, PENNVEST NPS Program Application Developer, Pennsylvania Association of Conservation Districts
Paul comes to the Pennsylvania Association for Conservation Districts from Penn State's Environmental Training Center, where he was involved in environmental compliance activities with small Pennsylvania municipalities. His responsibilities included helping with their National Pollutant Discharge Elimination System (NPDES) permit programs to meet PA DEP and EPA regulatory requirements. Paul's background in grant development, training, and knowledge of NPS pollution best management practice strategies positions him well for supporting districts in their efforts to secure project funding through the PENNVEST program.

Originally from the Outer Banks of North Carolina, Paul's career has been spent protecting watersheds and the people in them, throughout the eastern seaboard. A graduate of Duke University's Nicholas School of the Environment with a Masters in Environmental Management, he has a passion for all things water.

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The Watershed Game – Making the Connection to Land Use

The Watershed Game is an interactive tool that helps individuals understand their connection between land and water. The Watershed Game is designed for use with elected and appointed officials, community leaders, watershed organizations, lake associations and others who have a role in developing plans, applying practices, or adopting water resource management policies. The Watershed Game is available in three versions addressing various associated land uses: The Stream, The River and The Lake.

Jackie Takacs, Watershed Restoration Specialist, Maryland Sea Grant

Jackie U. Takacs joined the faculty at the University of Maryland, College of Agriculture and Natural Resources in 1996. She has also been an Adjunct Professor at St. Mary's College of Maryland in the Environmental Studies Dept since 2005.

Jackie works in Maryland and the Mid-Atlantic region with Cooperative Extension agents, regional and departmental specialists, and various local, state and federal agencies in organizing, conducting, and evaluating programs in watershed management and restoration, watershed and environmental sciences education, and aquaculture. Her activities engage local government agencies and watershed associations at the ground level through partnership development, reduction in duplication, and capacity building. Jackie implements and monitors on-the-ground projects that result in a quantifiable reduction in non-point sources of pollution and lead to measurable and improvements in water quality and wildlife habitat.

She is sought out for help with planning assistance, including funding opportunities. She has expertise in facilitating meetings, workshops and other public events that have a direct connection to watershed improvements, enhanced water quality and habitat or environmental science education.

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Ms. Takacs has an MS Degree in Marine, Estuarine and Environmental Sciences for the University of Maryland.

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FRAC Tracker

www.FracTracker.org Training - An Online Mapping and Data Storage Platform

Samantha Malone, MPH, CPH Communications Specialist, Center for Healthy Environments & Communities, University of Pittsburgh Graduate School of Public Health

Ms. Malone is a doctoral student in the University of Pittsburgh Graduate School of Public Health (GSPH) and Communications Specialist for the Center for Healthy Environments and Communities (CHEC) within GCPH. At CHEC, she has helped to identify natural gas drilling in the Marcellus Shale region of the United States as an emerging environmental and public health threat and launched FracTracker.org. FracTracker is a geo-web platform designed to share multi-dimensional data and information related to shale gas drilling in order to construct a comprehensive depiction of such a complex industrial system.

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The Impact of Conflicting Codes and Regulations on Stormwater Management

Janie French, Director of Green Infrastructure Programs, SW PA Pennsylvania Environmental Council

Janie French is the Director of Green Infrastructure Programs with the PA Environmental Council. Ms French has more than 28 years experience in community based planning and water resource management and has worked with more than 150 community groups to implement locally led solutions that addressed water issues in PA, MD, VA and WV. She recently managed a \$1.3 million green street project in Fayette County funded through the Pennsylvania Infrastructure Investment Authority. Before joining PEC she was the watershed programs manager for 3 Rivers Wet Weather. She has served on the Boards of the PA Organization for Watersheds and Rivers, Curwensville Development Corporation and Pike Township Planning Commission. She is a graduate of Penn State University.

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