

**2012 Water Resources Education Network Meeting
June 12 & 13, 2012
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Dickinson College Walking Tour
The Center for Sustainability Education

Dickinson College's Center for Sustainability Education (CSE) will host a walking tour featuring three of its LEED certified structures. WREN attendees will be joined by Dickinson's Center for Sustainability Education representatives who will provide an overview of the college's sustainability initiatives and a walking tour of the campus focusing on its recent efforts to make the campus carbon neutral. Stops will include the LEED Gold Rector Science Complex, The Treehouse and Althouse Hall.

The Rector Science Complex features 90,000 square feet of state-of-the-art laboratories, classrooms and research facilities, and houses the departments of biology, chemistry, biochemistry, neuroscience, physics, math, and computer science. In the first LEED Gold certified residence hall in Pennsylvania, The Treehouse, a self-directed living community, houses 14 students who are dedicated to healthy, low-consumption lifestyles. Their ecological footprints are minimal, resulting from reduced water, electricity and fossil fuel consumption. Althouse Hall, home to the departments of Africana studies, economics and international business and management, is the third campus building in two years to receive a LEED-Gold rating. Learn what Dickinson is doing to create a true living laboratory for sustainability!

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Sustainable Green Infrastructure

Dr. Robert G. Traver, Ph.D., PE, D.WRE Villanova Urban Stormwater Partnership

Stormwater Management has changed dramatically over the last decade, moving from a flood control perspective toward a goal of sustainability of our rivers and watersheds. We have moved from detention basins, to incorporating stormwater wetlands, to pervious pavements, green roofs and bioretention and Low Impact Development utilizing green technologies. We are still looking at deepening our understanding of how these stormwater control measures work, how to make them last, and what other benefits are out there?

Through the work of many researchers, we are now starting to better understand the hydrologic and environmental aspects of the stormwater control measures. How will this change our goals? Do we focus on meeting the challenge to recreate the footprint of a forest? How do we develop the system to manage these control measures? What other benefits can we achieve?

Many of these Stormwater Control Measures are under study at Villanova University. Dr. Traver will discuss the issues, and research results from these sites. Further information on these research sites is available at www.villanova.edu/VUSP.

Dr. Robert G. Traver has been a member of the Water Resources and Environmental Engineering Program at Villanova University since 1988. He is a registered professional engineer and a Diplomat of the American Academy

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of Water Resources Engineers. Dr. Traver has received numerous awards and honors, including the 2007 Outstanding Civilian Service Medal from the Commanding General of the Corps of Engineers for his work on Katrina. He was a member of the National Academies Committee that authored *Urban Stormwater in the United States* (2008). Dr. Travers teaches at both the graduate and undergraduate level and uses research to support and enhance students' experiences.

At Villanova, Dr. Traver's research topics have included modeling of stream hydraulics, urban hydrology, water quality, and sustainable stormwater management. He was the main force in creating a Stormwater Best Management Practice Demonstration and Research Park on the Villanova campus and is Director of both the *Center for the Advancement of Sustainability in Engineering* and the *Villanova Urban Stormwater Partnership*.

Recognizing the link between policy and engineering, Dr. Traver has been worked as a member of numerous stormwater policy teams. He was involved with the review of Pennsylvania's Stormwater BMP manual and served as Chair for the Stormwater BMP Symposiums held at Villanova.

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Emerging Tools & Programs Connecting Research to Drinking Water Education

Bryan Swistock, Water Resources Specialist, Penn State Extension

Bryan Swistock is a Water Resources Specialist with Penn State Extension in the College of Agricultural Sciences, Department of Ecosystem Science and Management. He received a bachelor's degree in Environmental Health from Indiana University of Pennsylvania and a master's degree in Environmental Pollution Control from Penn State University. For the past 24 years he has conducted research and outreach programs related to important statewide water issues including safe drinking water, Marcellus gas drilling, watershed management, water conservation, pond and lake management, acid deposition, climate change, and impacts of land use changes on water resources.

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

Eric Eckl, Owner, Water Words That Work

Water Words That Work Part I

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 I, we'll explore how everyday citizens react to materials prepared at a professional level.

Water Words That Work Part II

WWW Part II 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 III

WWW Part III covers steps 5 and 6 of the environmental message method, exploring the power of examples and endorsements from "people like me." During this session you will begin to create your own project strategies and products and discover some free tools available to help make your work easier and message most effective.

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.

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.

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Update on Pennsylvania Water Policy

Lisa D. Daniels, Director, Bureau of Safe Drinking Water, PA Department of Environmental Protection

Lisa Daniels is the Director of the Bureau of Safe Drinking Water. Ms. Daniels has been with the Drinking Water Program since 1989. She has witnessed many challenges and much growth during the last 20+ years. However, the program's core mission – the protection of public health – has remained constant. Ms. Daniels is a wife and mother of two children – both children will be attending college in the fall.

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WREN Keynote

Bill Kunze, PA Executive Director, The Nature Conservancy



Bill Kunze is the Executive Director of the Pennsylvania Chapter of The Nature Conservancy (TNC). Prior to joining TNC in 2005, he managed a division at the Federal Communications Commission focused on wireless telecommunications policy; was a management consultant at McKinsey & Co.; practiced law at Steptoe & Johnson, LLP in Washington, D.C.; and was a manager at the University of Chicago Press. He holds bachelor's and law degrees from Yale University and a Master's Degree in history from the University of Chicago.

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Pennsylvania Infrastructure Investment Authority (PENNVEST) NPS Funding

Brion Johnson, Deputy Executive Director for Project Management, PENNVEST

Brion Johnson is the Deputy Executive Director for Project Management with the Pennsylvania Infrastructure Investment Authority (PENNVEST), in Harrisburg, Pennsylvania. Mr. Johnson began service as PENNVEST's first field representative, when the program was launched in 1988, and now coordinates outreach, review and implementation for projects in all sixty-seven counties in Pennsylvania with over 3,000 projects and a total funding of over \$6.5 billion made available to water, sewer, storm water systems and non-point source pollution prevention projects. Prior to working with PENNVEST, he worked as a Senior Engineering Analyst for Newport News Shipbuilding and Dry Dock Company in Virginia. Mr. Johnson earned a Bachelor of Science degree in Governmental Administration and an Associate of Applied Science degree in Engineering.

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How to Put Your GIS Data to Work

John Dawes, Administrator, Chesapeake Commons Data Tool

John Dawes joined the Heinz Center in January 2012 as Administrator of the Chesapeake Commons Data Tool. John is responsible for the implementation and development of this new Bay-oriented data mapping tool that aids watershed organizations in the collection, management and sharing of Bay restoration oriented data. Prior to arriving at The Heinz Center, John worked at Environmental Integrity Project as a Researcher Analyst, mapping public and private drinking water wells and their proximity to hazardous coal ash impoundments. John graduated from Juniata College with a B.A. in Environmental Policy and Geographic Information Systems (GIS). When John is not at work, he can be found kayaking on the Potomac River.

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The Power of Partnerships

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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The Power of Partnerships

Liz Garland Deardorff, Director, Clean Water Program- Pennsylvania American Rivers

Education & Training:

Virginia Tech, graduate study, Geography

Virginia Tech and New River Community College, certificate, American Sign Language

Mary Washington College, B.A., Geography

Experience:

Liz currently directs American Rivers' Clean Water program work in Pennsylvania. In that position, she works with municipalities and state resource agencies to maximize benefit to water resources through regulation and policy for clean water and water infrastructure management. Liz works to improve the state's funding capacity with natural infrastructure solutions to stormwater management in urban environments. Additionally, Liz works to benefit

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revitalizing, older urban communities burdened by aging water infrastructure through investment strategies that include cost-effective green infrastructure practices.

Liz worked for five years enabling Appalachian communities in West Virginia to restore and protect their waterways and resources by developing river monitoring and clean-up skills and policy and regulation training.

She worked in the outdoor industry in Appalachia for nine years connecting people to rivers, other waterways and mountains so they could enjoy activities safely and with an appreciation for the outdoor environments experienced. Liz is a long-time whitewater canoeist, snowboarder, cyclist, hiker and cross-country skier.

Liz also worked nearly two decades as a cartographer, Geographic Information System (GIS) specialist and image processor designing the human interface of systems to meet the needs of local, regional and environmental planners. This work was the basis of Virginia's first GIS and served to identify land uses contributing to pollution and to design development and protection priorities.

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The Power of Partnerships

Matt Marusiak, Land Protection Specialist, Western Pennsylvania Conservancy

Matt Marusiak is a Land Protection Specialist for Western Pennsylvania Conservancy, and covers the 12-county Pennsylvania Wilds Region. He manages land conservation and acquisition projects, maintains contacts with the public interested in land protection options, and develops partnership opportunities with local land trusts and governmental agencies.

A native of DuBois, PA, Matt graduated from Gannon University with a BS in chemistry and the University of Pittsburgh with a BS in chemical engineering. After working in the petrochemical industry for 16 years in Texas, West Virginia, and Lehigh Valley, Pennsylvania, he returned to DuBois in 2005. He has held Development Coordinator positions with the Elk County Planning Department and later the North Central PA Planning and Development Commission (NCRPDC).

One of his major accomplishments at NCRPDC was the development of the North Central PA Regional Greenways Plan. Matt joined the Western Pennsylvania Conservancy in September 2011 to concentrate more on land conservation and protection. Matt also provides leadership to several community and conservation non-profits.

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**A Conversation with Seamus McGraw – Author of *The End of Country*
Getting Beyond “Ideological Barricades”**

Seamus McGraw is a full-time writer who has seen his work published in Playboy, Reader's Digest, Penthouse, Radar, Spin, and The Forward. He has received the Freedom of Information Award from the Associated Press Managing Editors, as well as honors from the Casey Foundation and the Society of Professional Journalists. McGraw is currently working on a documentary trailer about his family's experiences with the Marcellus shale. He grew up pitching hay and spreading manure on the same fields the gas companies are now prospecting. He still lives in the woods of northeastern Pennsylvania with his wife and four children.

***The End of Country* Synopsis:**

*Susquehanna County, Pennsylvania, in the rocky, remote northeastern corner of the state, is a community of stoic, low-income dairy farmers-many of them third- and fourth-generation-and homesteaders seeking a haven from suburban sprawl. But it's also home to one of the richest **natural gas deposits** the world has ever known. The Marcellus shale is worth more than one trillion dollars, with enough gas to fuel every home in America for a generation.*

***The End of Country** is the compelling story about the battle for control that ensued after the discovery of the **Marcellus gas deposits**, a conflict pitting the forces of corporate America against a band of locals determined to extract their fair share of the windfall-but not at the cost of their values or their way of life. Many couldn't resist the offer to lease their land in exchange for the promise of untold riches.*

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