

2010 Water Resources Education Network Meeting

June 15 & 16, 2010

Speaker Bios and Contact Information

Social Media Success Stories

Conservation organizations are stampeding onto social media websites like Facebook to organize events and reach out to their community. Why is that? And what does success look like?

Water Words That Work

Make a splash with your communications! Relearn the language that everyday citizens use and you'll enjoy more success with your next pollution prevention, fundraising, or issue advocacy effort.

Eric Eckl, Executive Director of Water Words that Work, LLC, is fascinated by the intersection between language, technology, and the environment. He blogs on the topic at <http://waterwordsthatwork.com>. Eric's company, Water Words That Work LLC, helps nature protection and pollution control organizations professionalize and modernize their communications efforts. The company helps its clients plan and deliver pollution prevention, fundraising, and issue advocacy campaigns. From its early days as hobby blog, Eric has grown the company to a team of four market research and campaign experts and a stable network of graphic designers and other contractors. The company produces websites, videos, advertising campaigns, email blasts, and other marketing materials. Since opening its doors, Water Words That Work has assisted more than 50 conservation organizations. Clients include 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 the New Jersey Department of Environmental Protection. Before launching Water Words That Work, Eric led advocacy and fundraising campaigns, managed media relations, and oversaw web and print publishing activities for a variety of conservation organizations. He has appeared on CNN and in the pages of the New York Times. He is a frequent speaker at environmental, marketing, and technology conferences.

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Year of PA Recovery – The Energy and Environmental Investment Portfolio

Cathy Curran Myers, Special Assistant for PA Recovery, deals with all energy, water, air or waste programs administered by the Pennsylvania Department of Environmental Protection (DEP) receiving stimulus funds from the American Recovery and Reinvestment Act of 2009.

Until March 2009, Ms. Myers served as Deputy Secretary for Water Management at DEP where she was responsible for all water programs, including the protection of surface, groundwater and drinking water supplies, and the management of stormwater, droughts, and floods. Ms Myers regularly represents the Rendell Administration on seven major interstate watershed commissions, from the Great Lakes to the Chesapeake Bay.

In addition, Ms. Myers brings to public policymaking over a decade of private sector environmental law practice representing business, municipalities and citizens, and service as a Board Member of the Central Pennsylvania Conservancy. Ms. Myers received her BA in Environmental Economics and MA in Environmental Biology from Smith College. She earned her JD from Dickinson School of Law of Penn State University, where she also served as an adjunct professor in environmental law.

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Smart Growth and Water Resource Protection in the 21st Century

Learn about Lancaster County's nationally recognized smart growth programs and the relationship of smart growth to water resource protection efforts. EPA awarded the Lancaster County Planning Commission its 2009 National Award for Overall Excellence in Smart Growth for their "Envision Lancaster County" Comprehensive Plan and Implementation.

Mary Gattis-Schell is a Senior Environmental Planner with the Lancaster County Planning Commission. Her areas of responsibility include water resources planning, renewable energy and conservation programs, brownfields redevelopment, and green buildings. She is currently preparing an update to the Water Resources element of the County's Comprehensive Plan and assisting in the preparation of the County Act 167 Stormwater Management Plan. She conducts land use/planning consistency reviews of Act 537 Sewage Facilities plans, municipal comprehensive plans and various funding applications such as PENNVEST, CDBG and Growing Greener. Mary also manages several grant funded programs including Lancaster County's nationally recognized Targeted Brownfield Assessment program and the Lancaster County Roof Greening Project.

Prior to joining the Lancaster County Planning Commission, Mary served as an independent consultant, focusing primarily in the areas of solid waste management, industrial recycling, and ISO 14000 Environmental Management System administration. She has a Bachelor's degree in Business Administration from Belmont University (Nashville, TN) and she has completed coursework towards a Master's degree in Community and Regional Planning at Temple University. She is a member of the American Institute of Certified Planners and is currently serving as co-chair of the Pa DEP's Chesapeake Bay Watershed Implementation Plan Urban/Suburban/Rural workgroup.

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Update on Pennsylvania Water Resources

John T. Hines, Deputy Secretary for Water Management

John T. Hines currently serves as the Deputy Secretary for Water Management. In this capacity, he oversees statewide policy and program development related to all aspects of water management. Prior to his appointment as Deputy Secretary, John served as Executive Director of DEP's Water Planning Office and as the Acting Director of Watershed Management. In this capacity he oversaw activities related to nonpoint source pollution management, stormwater management, water allocation and planning, conservation districts, interstate river basin commissions, estuary programs, national organizations, state water planning efforts, coastal resource management and overall water management budgeting and internal program development. John served as the lead negotiator for DEP in the final stage of the passage of the Water Resources Planning Act (Act 220 of 2002). He was also critical to the drafting of Annex 2001 that was signed by the eight Great Lakes States and the Provinces of Ontario and Quebec. A Presidential Scholar, John holds a Bachelors Degree in Social Sciences and a Masters Degree in Geography and Regional Planning.

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Perspectives on Watershed Collaboration

This talk will focus on watershed protection projects that Pennsylvania American Water has initiated and continues to pursue to protect our water supply sources. Topics will include an update on Pennsylvania American Water's source water protection plans, Marcellus Shale activities in the Commonwealth, and a future vision of external stakeholder participation to protect valuable water resources in the State.

WREN Note: Two WREN 2010 grantees are partnering with Pennsylvania American Water or the Meadville Area Water Authority, which is an entity of Pennsylvania American Water's parent, American Water.

- **Lawrence County Conservation District** with Pennsylvania American Water for its 2010 Pharmaceutical Collection Project
- **Crawford County Conservation District** with Meadville Area Water Authority, an entity of American Water, on its Stormwater Management for Municipal Officials and Engineers Education Program

Paul Zielinski is Senior Director of Water Quality and Environmental Concerns with Pennsylvania American Water. Paul has been an employee of Pennsylvania American Water for 31 years. In his current role, Paul is responsible for compliance for 59 public water supplies with the Safe Drinking Water Act water quality monitoring and reporting programs and permits, overall compliance of Pennsylvania American Water's water and 6 wastewater plants under the Clean Water Act related to the management of NPDES permits, driving the Cross Connection/Backflow Prevention Programs in all systems, development of innovative beneficial reuse options at reasonable cost for our water treatment residuals, and oversight of the Tank Registration / Inspection Program on chemical and fossil fuel storage tanks. He directly controls and delivers the Granular Activated Carbon program with an annual spend averaging \$1Million. Paul also provides vital assistance to Pennsylvania American Water in driving corporate social responsibility programs which benefits all Pennsylvania American Water stakeholders.

Paul received a Bachelor of Science in Chemistry degree from the University of Pittsburgh and possesses a Master Water Plant Operator Water Certification for PA. Paul is a member to the American Water Works Association and was appointed by the Governor to the DEP Operator Certification Program Advisory Council. He has served on the AWWA Water Quality Committee, AWWA Residual Waste Committee, DEP Sewage Advisory Committee, and as a member of the Partnership for Safe Water PEAC Committee. Paul has also co-authored three papers on innovative treatments to improve the water treatment process.

Pennsylvania American is the largest investor-owned water utility in the state, providing water and/or wastewater services to 2.2 million people. Pennsylvania American Water is a wholly-owned subsidiary of American Water, headquartered in Vorhees, NJ.

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Transforming Stormwater Management into Community Amenities

The native landscape is nature's best stormwater management system. Stormwater problems usually begin when the landscape is disturbed offsetting the balance of the hydrological cycle. Traditional engineered solutions have not always mitigated the problems and often leave a fragmented, low diversity landscape and watershed. Restoring the balance is expensive and challenging. The session will feature tips on what makes a successful municipal stormwater project that is both an artful and functional improvement using basic BMPs. The session will examine the key to linking your project to the larger watershed goals, developing a manageable project, engaging community support, importance of incorporating education into the project, and proper, ongoing management of the project after completion, and will include illustrations of municipal watershed projects.

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Nancy Minich, HTR, RLA is the principal of NAM Planning & Design, LLC, which was formed in 2002. The firm's work preeminently focuses on utilization of sustainable principles in resource inventory, analysis, design and management. The firm has managed numerous large-scale master plans, watershed, and restoration plans for non-profit and municipal clients in the Philadelphia and New York City areas. Many of her clients' projects have received awards from an array of regional environmental and planning entities and have been featured in numerous national publications and journals. Nancy has been an adjunct professor at Delaware Valley College, Doylestown, PA, since 1999 where she has been teaching "Ecological Landscape Management and Restoration". In the Seattle, WA-based Sustainable Building Advisory Program, she teaches stormwater management. Nancy has been an adjunct professor in the Landscape Architecture Program at Philadelphia University, teaching design studios and environmental psychology. She frequently presents at conferences and to audiences throughout the US on her firm's work and research. She will be a contributing author of a forthcoming college textbook "Wetlands – Integrating Multidisciplinary Concepts", which is to be published in fall 2010.

Nancy is a registered landscape architect and horticultural therapist who earned masters of landscape architecture from the University of Pennsylvania, with a minor in historic preservation. She has bachelor's degree in education and a teaching certificate in horticulture /floriculture from Temple University.

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Protecting Pennsylvania's Drinking Water through Computer Modeling and Geospatial Analysis

The Source Water Protection Technical Assistance Program (SWPTAP) is a Pennsylvania Department of Environmental Protection (PADEP) project aimed at assisting community water systems with development of a source water protection plan. This session will provide three examples from across the Commonwealth where computer modeling and geospatial analysis can help a water system identify potential water quality threats to its water supply. The quality of Pennsylvania's drinking water is threatened by a variety of land use activities. Mining, natural gas exploitation, urbanization, and agriculture activities force the Commonwealth to protect its most valuable natural resource from further loss. Under DEP's SWPTAP program, SSM assists community water systems to identify and manage potential threats to their water supply. This presentation demonstrates how computer modeling and geospatial analysis helps manage these unique challenges.

The residents of Pittsburgh and surrounding townships receive drinking water through a surface intake on the Allegheny River. A history of mining in western Pennsylvania has left a significant amount of abandoned and active mines that have impacted source water through acid mine drainage. By correlating stream water quality and proximity to mining activity, a list of high priority mines was incorporated into the water system's management plan.

Increased activity in natural gas exploration throughout the Marcellus Shale Fairway poses a significant threat to the quality (and quantity) of Pennsylvania's drinking water. Water systems located within the Fairway are working towards protection plans to help manage the potential threat. One such water system in Clinton County has confirmed methane contamination within their water treatment plant. Three-dimensional geologic structure mapping indicates that a 55-year-old abandoned gas well may be the cause.

Located in a rapidly developing valley near Allentown, the Little Lehigh Creek watershed is the focus of many investigations targeting the sustainability of local water resources. Providing drinking water to approximately 200,000 people, the valley faces water quality issues as urbanization modifies the complex natural water flow between surface and ground water systems. The interconnection between stormwater, stream flow, and groundwater is augmented by a prevalence of sinkholes and karst topography within the valley. A hydrogeologic computer model was developed to quantify groundwater flow feeding the water supply sources.

Al Guisepppe, Geologist, SSM Group, Inc.

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Alfred Guiseppe is a professional geologist with SSM Group in Reading, Pennsylvania. A graduate of Millersville University of Pennsylvania and the University of Wyomissing, Mr. Guiseppe has been working on environmental and water resources projects for the past ten years. Specializing in groundwater computer modeling, Mr. Guiseppe has provided the technical guidance for numerous water resources projects, including the Pennsylvania Department of Environmental Protection Source Water Protection Technical Assistance Program.

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What Pennsylvania Municipalities Can and Should Do to Protect Water Resources: Sustainability Begins at Home

Municipal officials are often caught between state and federal rules and regulations that seem to be insensitive to local realities, all worsened by seemingly endless unfunded mandates. Yet, municipalities still have substantial power to protect and manage water resources. Wes's presentation will highlight what municipal officials can and should be doing to manage water more effectively and sustainably – stormwater, wastewater, and water supplies – even amidst this dizzying array of governmental requirements.

Wesley Horner is the Environmental Management Center's Senior Advisor for Water Resources at the Brandywine Conservancy. A graduate of Haverford College, Wes received a Master of City and Regional Planning degree from Harvard's Graduate School of Design. He is committed to balancing the needs of natural and built systems, to understanding linkages between Smart Growth land management and sustainable water resources, and to strengthening the Conservancy's watershed management program. As part of the Northern Federation of Chester County's Sustainable Watershed Management program, Wes created model ordinances to implement natural-system based stormwater practices, designed to ensure that water quality and quantity standards are maintained.

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Talking about Water so Municipal Officials will Hear!

Working with municipalities to advance better environmental protection of natural resources – with many messages from so many different agencies, organizations, and individuals, who do they take stock in?

John Hoekstra, Director of Watershed Advocacy, Green Valleys Association – Now in the 14th year with GVA, has been responsible for shepherding the "Sustainable Watershed Management" Program which seek to strike a balance between the needs of the natural watershed system and those of the land uses of man through interaction with the municipalities in adoption of GVA's model stormwater ordinance, zoning and comprehensive plan revisions. John has provided testimony on watershed concerns at the federal, state, county and local levels. Currently serves on the French & Pickering Creek Conservation Trust's steering Committee for the French Creek Trail. Chairs the East Vincent Township's Environmental Advisory Council, member of the Federation of Northern Chester County

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Communities, Valley Creek Coalition, member of the Citizens Advisory Council for the Phoenixville Regional Planning effort, member of Congressman Gerlach's Environmental Advisory Committee and the Valley Creek Restoration Partnership. In 2005, was re-appointed by the Governor to serve a second term on the Delaware Regional Water Resource Committee to assist in the creation of PA's new state water plan. Steering Committee member for the PA Campaign for Clean Water.

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Outlook for Pennsylvania

An overview of the issues the Department of Conservation and Natural Resources faces as the Marcellus gas industry grows in the state

John Quigley was named Acting Secretary of DCNR by Governor Edward G. Rendell on April 3, 2009. He was confirmed as Secretary on April 14, 2010 by the Pennsylvania Senate. Mr. Quigley joined DCNR as Director of Operations in February 2005, and was named Director of Legislation and Strategic Initiatives in July 2006. He assumed the responsibilities of Chief of Staff in March 2008.

During his first four years with DCNR, Quigley closely guided some of the department's priority projects, most importantly working to help Pennsylvania address the impacts of climate change, which is the biggest potential threat to the health of our natural resources. Quigley was an instrumental figure on alternative energy initiatives, including the impact of windmills on wildlife; the use of biomass as an alternative fuel; and most recently efforts to determine if there are suitable underground areas in the state for the geologic sequestration of carbon dioxide.

Quigley has had a diverse career in the not-for-profit, public, and private sectors. He was the founding executive director of a non-profit economic development corporation in Hazleton, Pennsylvania, and then served eight years as Mayor of the City of Hazleton. He has held a number of management positions with two industry-leading companies in the private sector, and was an evening instructor in Economics at the Hazleton Campus of the Pennsylvania State University. He also wrote a weekly public affairs column for the Wilkes-Barre, Pennsylvania, Times-Leader newspaper.

Immediately prior to joining DCNR, Quigley served as Government Relations Manager with Citizens for Pennsylvania's Future (PennFuture), a statewide public interest organization based in Harrisburg. He holds a Bachelor's degree in Economics from Bloomsburg University, and a Master of Public Administration degree from Lehigh University. He has done additional graduate work in business and economics.

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Maintain the Rain: Why Keeping It Out Of The Drain Makes Dollar Sense

Presentation will discuss the many value added advantages for incorporating green infrastructure into watershed restoration and protection. Emphasis will be placed on the spectrum of triple bottom line principles for ecology, economics and societal benefits. **Janie French** is the Director of Green Infrastructure Programs with the Southwest office of 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 served as Watershed Programs Manager for 3 Rivers Wet Weather where she expanded the focus of green infrastructure solutions to address combined sewer overflows. She is a graduate of Penn State University.

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Lisa Brown is the Director of Operations and Outreach for the Nine Mile Run Watershed Association, a long title that means her work involves everything from digging holes for trees to grant writing. In addition to her work for Nine Mile Run, Lisa is working on her PhD at the University of Pittsburgh in Administrative and Policy Studies. She has an undergraduate degree in Biology and Botany from Chatham College and, as a student, conducted research on native plants growing in acid mine drainage and slag environments. Lisa is a native Pittsburgher and has been an active volunteer in many educational and environmental concerns in the region.

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Encouraging Agricultural Partnerships for Sustainable Watersheds

This session will present concepts for partnership building in agriculturally impaired watersheds, using the Conewago Creek as a model. The Conewago Creek Conservation Initiative is an innovative multi-partner, community-based project currently underway in the Conewago Creek watershed in Dauphin, Lancaster, and Lebanon Counties. Successes and challenges will be discussed, as well as opportunities for scaling up/transferring lessons learned to other watersheds in Pennsylvania.

Matt Royer is the Director of the Lower Susquehanna Initiative for Penn State University's Agriculture and Environment Center, a program of Penn State Cooperative Extension and the Environmental and Natural Resources Institute at Penn State. As such, Matt is serving as Penn State's local coordinator for the Conewago Creek Conservation Initiative, a multi-partner, community-based collaborative project to improve water quality in his home watershed of Conewago Creek in Dauphin, Lancaster, and Lebanon Counties, and working with partners to transfer lessons learned to other watersheds in the Lower Susquehanna region.

Matt currently serves as the steering committee chair of the Lower Susquehanna Center for Land and Water, a coalition of local, regional and statewide organizations and agencies working together to ensure healthy land, water, and communities in Dauphin, Lancaster, and Lebanon Counties. He is one of the founders and president of the Tri-County Conewago Creek Association, a local volunteer watershed group in southcentral Pennsylvania.

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Prior to joining Penn State, Matt was the Pennsylvania Attorney for the Chesapeake Bay Foundation. He also served as a steering committee member and chair of the stormwater workgroup for the Pennsylvania Campaign for Clean Water, a coalition of over 100 organizations proactively involved in water policy in Pennsylvania. He was also previously employed as watershed attorney for Citizens for Pennsylvania's Future, assistant counsel for the Pennsylvania Department of Environmental Protection, and associate at the law firm of McNeese, Wallace & Nurick. He clerked for the Honorable Ernest C. Torres of the U.S. District Court for the District of Rhode Island.

Matt received his bachelor's degree in biology from Dartmouth College in 1993 and his law degree from Duke University School of Law in 1996. He is a frequent speaker on water quality issues at conferences and seminars across Pennsylvania.

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