

**2009 Water Resources Education Network Meeting**  
**June 16 & 17, 2009**  
**Speaker Bios and Contact Information**

***StormwaterPA.org and Other Innovative Approaches to Getting the Word Out***

Al Gore's Emmy award-winning documentary "An Inconvenient Truth" not only provided Americans with an environmental reality check, it demonstrated the power of grass roots outreach, multi-media marketing, web-video, and blogs... On the lead up to last year's election, President-elect Barak Obama used many of these same methods and technologies to energize and mobilize new blocks of voters, undoubtedly changing the way campaigns will be run. Using StormwaterPA.org and other examples, this session looks at some of the "social change" efforts that are using these new methodologies to reach "beyond the choir" and create behavioral shifts.

**Barry Lewis** is Executive Director of GreenTreks Network, a Philadelphia based nonprofit environmental organization dedicated to educating people about the interconnectedness of environmental, societal, economic, and individual health. Besides running the organization, Barry has been responsible for developing and managing a wide range of communications initiatives, including television, web, and interactive museum exhibitions. He has written on environmental issues for audiences ranging from children to policy makers. Barry spent a dozen years as a writer, editor, photographer, and video producer before joining the Academy of Natural Sciences Environmental Research Division in 1994. Barry first learned of GreenTreks in his role as the Academy's Director of Communications, and joined the organization in 2002.

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***An Update on RCAP Services for Communities & Smart About Water Campaign***

**Catherine Rapose** serves as a Community Development Specialist for RCAP Solutions covering Eastern Pennsylvania and New Jersey. Catherine has 15 years experience working directly with rural municipalities, civil engineers and various state and Federal agencies on water and water infrastructure projects. Catherine earned a Bachelor of Science in Animal Science and Agricultural Economics from Virginia Tech. RCAP Solutions provides safe affordable housing, builds and manages water and wastewater facilities, helps rural communities develop the critical infrastructure they need to thrive; and provides the training and education that helps build know-how, expertise, and capacity.

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*The Environmental Advisory Council as a Tool for Watershed Protection*

Environmental Advisory Councils (EACs) can be a powerful instrument for protecting water resources. Over 100 EACs have been established by local governments across PA, and appointed EAC volunteers work closely with elected officials responsible for key decisions on land use, planning, zoning, and infrastructure. Many EACs work to educate local residents about land and water resource issues, and promote local stewardship of the environment.

***Jon Meade** oversees two statewide grassroots conservation networks, the PA Organization for Watersheds and Rivers (POWR), and the Pennsylvania Environmental Council's Environmental Advisory Council (EAC) Network. An ecologist by training and a strategic planner by experience, Jon led conservation planning efforts at the National Park Service and Heritage Conservancy (Bucks County, PA), as well as while an independent consultant. Most recently, he was Executive Director of the Highlands Coalition, a four-state alliance of public agencies and private conservation groups in PA, NJ, NY, and CT.*

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*Messages for Change: Stormwater Communications Research*

What works best to encourage local leaders to embrace green infrastructure to reduce stormwater and flooding? After years of interviewing, research, and message testing around the Chesapeake Bay region, American Rivers will review results of their research on messaging for civic leaders and share the process they've developed for creating messages that prompt local leaders to take action for smarter stormwater solutions. We will introduce our online stormwater messaging tutorial that will be available for participants to use as a follow-up once ready to craft specific messages.

***Katherine Baer** is Senior Director of American River's Clean Water Program, where she leads federal clean water policy work on reducing sewage and stormwater and increasing green infrastructure. Before joining American Rivers she worked as a policy analyst for the legal think tank the Center for Progressive Reform and as Director of Headwaters Conservation for the Upper Chattahoochee Riverkeeper in Georgia. Katherine has an M.S in Conservation Ecology from the University of Georgia, her JD from the University of Maryland, where she graduated Order of the Coif, and a BA in Environmental Studies from Stanford University.*

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*Pennsylvania State Water Plan Update*

*John 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. A native of Greene County, he currently resides in Palmyra, Lebanon County, with his wife, Amy, and his children, Alexis and Matthew.*

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*Artful Rainwater Design*

The concept of "artful rainwater design" is based on the premise that new stormwater management techniques focusing on non-point source pollution, water balance, and small storm hydrology can also be used to create new site amenities. These designs result in greater user satisfaction and perceived value—i.e. design that not only addresses stormwater management in better ways, but also transforms these management systems into stormwater-based amenities. These new stormwater requirements present significant amenity design opportunities that deserve to be recognized and exploited.

*Stuart Echols is an Associate Professor of Landscape Architecture at Penn State. He holds a Bachelor of Landscape Architecture and a Masters in Land Development from Texas A&M University, as well as a Master of Landscape Architecture and a Ph.D. in Environmental Design and Planning from Virginia Tech. He is a registered landscape architect and has practiced in Texas, Florida, Virginia, West Virginia and Pennsylvania. He has taught courses in stormwater management, urban design, land development, environmental site construction methods, design research methods, land-use assessment and design implementation. His research focus is on developing, implementing and evaluating better strategies for managing urban runoff as a natural resource.*

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*Artful Rainwater Design, (continued)*

**Eliza Pennypacker** is a Professor of Landscape Architecture at Penn State. She holds a Bachelor of Arts in Philosophy from St. John's College and a Master's in Landscape Architecture from the University of Virginia. Eliza has taught courses in design, design theory, and design history. At Penn State since 1982, she has served in both teaching and administrative roles, including Director of Campus Planning and Design for the university. In addition to artful rainwater design, she currently conducts research in design studio pedagogy and the pursuit of inculcating effective critical thinking skills in design students.

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**PA DCNR Conservation Landscape Initiative** - <http://www.dcnr.state.pa.us/cli/index.aspx>

The Conservation Landscape Initiative effort integrates Pennsylvania's public lands, grants programs for land conservation and recreation with the goals of local communities. Throughout the Commonwealth, large regions are working together to drive strategic investment and actions around sustainability, conservation, community revitalization, and recreational projects. Known as the Conservation Landscape Initiative, these collaborations are developing in landscapes where there are strong natural assets, local readiness and buy-in, and state level investment support.

**Brenda Barrett** serves as the Director of Recreation and Conservation in the Pennsylvania Department of Conservation and Natural Resources. Prior to this position she served for seven years as the National Coordinator for Heritage Areas for the National Park Service in Washington D.C. She was formerly the Director of the Bureau for Historic Preservation at the Pennsylvania Historical and Museum Commission, the state's public history agency in Harrisburg.

In her current position she helps the Commonwealth and its communities plan to conserve the outdoors and enjoy Pennsylvania's natural resources. She enjoys biking, kayaking, and eating local food.

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### *Buffers and How to Sell Them*

Despite the fact that streamside forests are the natural condition for our streams, and that forest buffers are an accepted best management practice to mitigate against pollution, many of our streams and rivers still do not have trees along their banks. This presentation will discuss the science behind streamside buffers and messaging points to help “sell” buffers in your community.

*Kristen Travers is an Education Programs Manager at the Stroud Water Research Center Travers bringing 15 years of experience communicating watershed science to diverse audiences. She has worked extensively with watershed organizations to provide mentoring and technical training and has developed nationally available watershed-based curriculum materials for educators. She has presented on watershed education and science at numerous conference including the National Science Teachers Association, North American Association for Environmental Education, and the National Water Quality Monitoring Conference. She has a B.S. in Environmental Science and M.Ed in Instructional Design and Training.*

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### *Assessing Water Resources Using the Water Analysis Screening Tool*

The Water Resources Planning Act, Act 220 of 2002, required the Pennsylvania Department of Environmental Protection (PaDEP) to update the State Water Plan which was last completed in the mid 1980's. As part of this update, areas of the state were to be identified where there may be potential conflicts between available water and water-use demands. Since 2003, the U.S. Geological Survey (USGS) has cooperated in a project to assist PaDEP with this assessment of water resources and water use demands across the Commonwealth. USGS has evaluated 16 watersheds in the state using a water analysis screening tool (WAST) developed by the USGS. This talk will summarize the USGS collaborative efforts with the PaDEP on the State Water Plan and the development of the WAST. An example of the watershed evaluations completed will be shown.

*Marla Stuckey is a hydrologist with the U.S. Geological Survey in the Pennsylvania Water Science Center in New Cumberland. For the past five years, she has been the project manager of the cooperative project with the Department of Environmental Protection regarding the State Water Plan. As part of this project, the USGS has developed the Water Analysis Screening Tool to assist the state in identifying potential watershed areas of concern with respect to available water resources.*

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#### *Red Streams Blue, a BVA Program*

An approach to restoring streams back to health to meet PA water quality standards.

Methodology:

- Stream Assessment,
- Develop a Restoration Plan
- Select projects to be undertaken
- Identify Funding Sources
- Complete the restoration projects

*Jane Fava has her bachelor's degree in Psychology from the University of Maryland. She has worked for the Brandywine Valley Association for the last 15 years. She works as an environmental instructor for the school programs. In addition, for the past 10 years she has been the Watershed Watch Coordinator, establishing the volunteer water quality monitoring programs and the erosion and sediment control monitoring programs at BVA. Also, she works with 26 municipalities in Chester County to meet their education and outreach requirements in their NPDES permits. Most recently she is the project coordinator for the BVA Red Streams Blue Program which is focused on making water quality improvements on the impaired streams within the Brandywine Creek Watershed. She is the 2007 recipient of the Watershed Stewardship Award from the Chester County Water Resources Authority. She is the chair of the East Goshen Township Conservancy Board. She is a member of the Board of Directors of the Chester Ridley Crum Watersheds Association.*

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#### *Protecting Source Water from Pesticides*

Herbicides and insecticides commonly used by residents and land managers can pollute streams and wells. What decisions can be made to reduce or eliminate pesticide pollution?

This presentation provides an overview of the issues and dynamics of pesticides in the environment and suggests some "Best management practices" to reduce non-target effects of pesticide use. Informational resources for educating non-technical audiences will also be provided.

*Lyn Garling has worked at the Pennsylvania Integrated Pest Management Program (PA IPM) at Penn State University since 1992. She currently serves as Manager of Programs and oversees numerous projects IPM outreach education and research. Recent focus has been on community-based IPM programming in low-income urban neighborhoods, IPM implementation in schools and daycares, IPM curriculum for k-12 educators and working with commodity groups to develop IPM standards for crops in Pennsylvania. Lyn is active in organic and sustainable agriculture programs. In her "spare time" she owns and operates Over the Moon Farm, a 26 acre grass-based farm in Rebersburg, PA. She holds an M.S. in Entomology from University of Connecticut and a B.S. in Zoology from Colorado State University*

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*Marcellus Gas & Water Resource Impacts/ Water Quality Results from Private Well Study*

Recent research at Penn State studied the quality of groundwater serving private water wells throughout Pennsylvania and the causes of contamination. Development of the Marcellus shale formation has raised additional concerns about potential impacts on groundwater resources and the ultimate treatment and disposal of waste fluids from drilling activities. This presentation will discuss the conclusions from the Penn State research and implications of Marcellus gas drilling on water resources in the Commonwealth.

***Bryan Swistock** is a Water Resources Extension Specialist in the School of Forest Resources at Penn State University. He has conducted research and extension programs on water resources issues for the past 22 years related to drinking water, watershed management, water conservation, climate change, acidic deposition, and mineral extraction.*

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*Source Water Collaborative and EPA Directions in Water Protection*

The Source Water Collaborative is a coalition of 23 national organizations united to protect drinking water. This session will provide an update on the Collaborative's activities, and an overview of water resource protection initiatives underway at EPA, at the national and regional level.

*Vicky Binetti is Associate Director of the Water Protection Division for the US Environmental Protection Agency Region III office (Mid-Atlantic Region), with responsibility for Drinking Water and Source Water Protection. Vicky's mission areas include regulatory oversight of public water systems; source water protection and partnership programs; ground water protection; and water system security and preparedness. Vicky received her undergraduate degree in biology from Georgian Court College and graduate studies at the University of Pennsylvania in population biology and ecology. She is EPA's delegate to the Source Water Collaborative, a coalition of 23 organizations focused on water resource protection. Vicky is also active at the local level, and is Vice Chair of the Washington Township (NJ) Environmental Commission and a member of the Township's Open Space Advisory Committee.*

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#### *"How to Speak English"*

Session will cover successful environmental outreach campaigns, using social marketing, and new social media tools for action.

**Jeanne Clark** designs and implements external media strategy for print, radio, television and electronic press coverage for all of PennFuture's activities. 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 25 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.

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#### *New York City's Comprehensive Eco-System Strategy to Protect Drinking Water and Save Money"*

New York City is one of the largest water systems in the U.S. delivering water to 9 million people. To fend off the \$6 billion dollar price tag for a new filtration facility and the associated \$300 million per year for operating costs, New York City opted to protect its vital water-filtering ecosystems by investing up-front in nature's services. The City has implemented a comprehensive watershed protection program in partnership with upstream neighbors to protect the Catskill/Delaware Watershed and preserve natural filtration services as a more cost effective and sustainable means of maintaining water quality. In 2007, it received a 10 year extension of the Filtration Avoidance Determination from EPA and continues to implement core programs critical to water quality protection. These include community and wastewater management, septic repair and replacement, land acquisition, farm management, forest easements and riparian and buffer programs. These protections are needed to ensure that water quality remains high and that a filtration plant will not be necessary.

**David Warne** was appointed Assistant Commissioner and Director of Watershed Protection and Planning for DEP's Bureau of Water Supply in October 2006. In that role, he is responsible for overseeing all aspects of DEP's multifaceted watershed protection program. This includes all regulatory and non-regulatory programs. In addition, Mr. Warne manages long-range capital and strategic planning for the Bureau, including coordinating the Bureau's climate change planning activities. He has been with DEP since 1993, serving in a variety of roles within the Bureau of Water Supply. Mr. Warne graduated from Wesleyan University with a B.A. in English Literature and has an MBA from the Yale School of Management.

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