

# River Rally 2018

A Production of River Network  
[www.riverrally.org](http://www.riverrally.org)



April 29 –  
May 2, 2018

Olympic Valley,  
California



**river**  
**RALLY**  
education • inspiration • celebration

# RIVER RALLY 2018

---

***Dear friends and colleagues,***

We are very excited to bring River Rally to Olympic Valley, California!

River Rally 2018 is going to be incredible. We will be celebrating the 50th anniversary of the Wild and Scenic Rivers Act throughout our program along with a great set of ***important themes*** delivered through over 60 workshops and a wonderful collection of thoughtful keynotes and plenaries on the concept of wild, why falling in love with a river is so important, the human right to water, and how investing in a river (or lake) can transform cities and communities.

Olympic Valley is in the Lake Tahoe area on the California—Nevada border (Reno, NV is the closest airport). Lake Tahoe is world renowned for its crystal clear, azure water. At 6,225 feet and surrounded by mountains, Lake Tahoe provides an iconic backdrop for the people who call this area home or spend time here skiing, boating, hiking, and enjoying the outdoors.

As with all River Rally programs, we begin with an opening reception the evening of the first day (April 29) and close with the River Heroes Banquet and live music on the evening of the last day (May 2). In between, you'll be kept busy not only with the plenaries, keynotes, and workshops mentioned above, but also through field trips to get to know the Lake Tahoe area, movie screenings, music, art, and lots of opportunities to reconnect with old friends and meet new ones too.

If you are new to River Rally, you are in for a treat. Rally has its own culture and energy. Every year, we move to a new location to connect you with people who wouldn't otherwise know or be able to learn from. We carry with us nationally-relevant issues and perspectives from other regions to this location, infusing new ideas from around the country and elevating hope and promise for a future where healthy rivers and clean water are paramount.

This is not your ordinary conference. Come ready with your hiking boots and dance shoes, business cards, and open heart. This is the place to connect with people from across the country (and around the world) who care about rivers—conservationists, advocates, scientists, lawyers, philanthropists and fundraisers, business leaders, volunteers, and concerned community members.

***I hope you'll join us!***



Nicole Silk, President  
River Network

**River Rally 2018**

April 29–May 2, 2018  
Olympic Valley, California



Register online: [www.riverrally.org](http://www.riverrally.org)

# 2018 AGENDA

## SUNDAY, APRIL 29<sup>TH</sup>

6:00pm–8:00pm	River Rally 2018 Welcome & Opening Reception

## MONDAY, APRIL 30<sup>TH</sup>

7:30am–9:00am	Breakfast & Plenary Speaker
---------------	-----------------------------

9:30am–11:00am	Workshops
----------------	-----------

11:30am–12:45pm	Lunch & Plenary Panel
-----------------	-----------------------

1:00pm–2:30pm	Workshops
---------------	-----------

3:00pm–4:30pm	Workshops
---------------	-----------

4:30pm–8:00pm	Dinner On-Your-Own
---------------	--------------------

8:00pm–10:00pm	Evening Program

## TUESDAY, MAY 1<sup>ST</sup>

7:30am–9:05am	Breakfast & Table Top Discussions
---------------	-----------------------------------

9:30am–11:00am	Workshops
----------------	-----------

12:00pm–6:00pm	Field Trips
----------------	-------------

6:00pm–8:00pm	Dinner On-Your-Own
---------------	--------------------

8:00pm–10:00pm	Evening Program

## WEDNESDAY, MAY 2<sup>ND</sup>

7:30am–9:00am	Breakfast & Plenary Speaker
---------------	-----------------------------

9:30am–11:00am	Workshops
----------------	-----------

11:30am–12:45pm	Lunch & Plenary Panel
-----------------	-----------------------

1:00pm–2:30pm	Workshops
---------------	-----------

3:00pm–4:30pm	Workshops
---------------	-----------

5:30pm–6:30pm	Cocktail Reception
---------------	--------------------

6:30pm–8:30pm	River Heroes Banquet
---------------	----------------------

8:30pm–...	Live Music & Celebration
------------	--------------------------

\*Agenda items and scheduling subject to change

**Get Updates**  
**#RiverRally2018**

facebook.com/TheRiverRally  
twitter.com/rivernetwork  
instagram: river\_network  
www.rivernetwork.org/stay-informed



# 2018 HIGHLIGHTS

## WORKSHOPS

River Rally brings you nearly 60 concurrent workshops presented by watershed and conservation professionals from across the U.S. This year's workshops cover a variety of issues across the following five themes:

1. Reconnecting to Rivers Through Restoration and Recreation
2. Mobilizing for Change Through Policy, Advocacy, and Civic Engagement
3. Making Diversity, Inclusion, and Equity Real
4. Expanding Impact Through Science, Technology, and Monitoring
5. Sustaining Strong Leaders, Organizations, and Coalitions

## WELCOME RECEPTION

Sunday evening is the official kickoff of Rally 2018! Join us for a special welcome and reading with Pulitzer prize-winning poet and local Tahoe-area resident Gary Snyder (invited). Enjoy a cocktail reception, reconnect with old friends, and meet some new faces. Heavy hors d'oeuvres will be served.

## RIVER HERO AWARDS AND BANQUET

Each year, on the final evening of River Rally, we recognize the challenging work and many successes won across our dynamic conservation community at the River Heroes Banquet. River Network created the River Heroes Award in 2001 to recognize and celebrate people whose efforts to protect and restore their local waters have been extraordinary in scope, scale, impact and heart. These individuals are nominated by peers, selected by peers and celebrated by peers annually at River Rally!

## URBAN WATERS LEARNING FORUM

Once again, River Network and GroundWork USA will be hosting the Urban Waters Learning Forum, held on Sunday, April 29th. The morning session of the Forum will focus on building resilient communities (lessons from recent natural disasters), and balancing competing water needs to insure equitable access to water. The afternoon session will offer facilitated networking opportunities, giving attendees a



chance to share their work and have deeper discussions around a variety of topics. The second annual Urban Waters Learning Network Awards will also be presented. \$20 fee includes lunch.

## WILD & SCENIC RIVERS PRE-MEETING

River Rally this coming year will include a focus on the Wild and Scenic Rivers Act 50th Anniversary, and there will be strong participation by Wild and Scenic River leaders. On Sunday, April 29th, there will be an opportunity to come together to map out some concrete actions and goals to work together on behalf of wild rivers. While the primary focus will be on seeking participation from NGO partners, we will include a session to meet with our essential agency partners. \$20 fee includes lunch.

# KEYNOTE AND PLENARY PANELS

---

## Why Wild Matters: The Wild & Scenic Rivers Act

From the remote rivers of Alaska, Idaho and Oregon to rivers threading through the countryside of New Hampshire, Ohio and Massachusetts, free-flowing rivers are an essential feature in the American landscape—and in our collective imagination of wild places. As we mark the 50th anniversary of the Wild & Scenic Rivers Act, we look back at the history of this important legislation and celebrate the many reasons why wild matters.

*Introduction: Chris Brown, River Network Board Member*

*Speaker: Tim Palmer, Author*

## Invest in Water: The Role of Rivers and Lakes in Our Lives, Economies, and Future

Dedicated river champions around the country are working to bring rivers and other waterways back into the heart of their communities for economic growth, recreational opportunities, healthy ecosystems and wildlife, and urban revitalization. Partnerships among neighborhoods, the business community, government agencies, and local nonprofits are key to this success. Join a lively conversation highlighting successful river revitalization projects in San Antonio and Los Angeles.

*Moderator: Kirsten Evans, The Nature Conservancy*

*Speakers: Suzanne Scott, San Antonio River Authority; Speaker TBD, City of Los Angeles; Virginia Madueño, State of California Boating and Waterways; and Speaker TBD, Keep Tahoe Blue*

## Outdoor Access: Experiences that Inspire Transformation and Conservation

Throughout our lives, we experience moments that truly alter our perspective. When it comes to environmental conservation, what experiences have inspired you? This session will explore personal water journeys and the importance of inclusive access to transformative moments on the water.

*Speakers: Chad Brown, Soul River Runs Deep; and Ken Streater, Author*

## Human Right to Water: How Do We Guarantee It for Everyone?

At a time when communities across the country continue to face water infrastructure challenges, contamination of rivers and other drinking water sources, and insufficient oversight to remedy problems and hold violators accountable, we assert that access to safe, clean, and affordable water is a human right. Tribal, policy, and community-based strategies will be discussed as we consider the path forward.

*Moderator: Jumana Vasi, River Network Board Member*

*Speakers: Rosemary Enobakhare, Clean Water for All Campaign; Susana De Anda, Community Water Center; and Chief Caleen Sisk, Winnemem Wintu Tribe, and Jon Christenson, UCLA Institute of the Environment and Sustainability*

### Defending the Waters of the United States

Fundamental to maintaining and restoring the nation's waters is a strong Clean Water Act that applies to streams, lakes, and wetlands upstream and downstream. The Trump Administration has moved quickly in 2017 to repeal it and rollback CWA protections for millions of wetland acres and stream miles. The purpose of this presentation is to provide an update on the status of these activities and the opportunities to engage in defense of the Clean Water Act and the Waters of the United States.

*Jan Goldman-Carter, National Wildlife Federation*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### The Clean Water Act is Still Law: Learn to Use It.

The Clean Water Act is still law and as a part of this law there are required specific goals and pollutant limits that apply to every waterbody. Water advocates need to have some basic knowledge about how the law can be used to successfully advocate for change to help clean up or protect their favorite river, lake or stream. This workshop will introduce you to water quality standards and tools.

*Judy Petersen, Kentucky Waterways Alliance, Inc.*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### Evaluating Great Lakes States' Drinking Water Policies for Future Advocacy

The Great Lakes region is home to the worst drinking water infrastructure crises—poisonous lead in Flint, water shut offs in Detroit, and toxic algal blooms in Toledo. Come learn the latest research on state drinking water and water affordability policies and standards and how you can use this information for your future advocacy efforts. *Katie Rousseau, American Rivers; Oday Salim, Great Lakes Environmental Law Center*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### Healthy Rivers for All: Introducing a Practitioner's Guide to Developing River Basin Report Cards

This workshop will provide attendees with information about a new, free resource: The Practitioner's Guide to Developing River Basin Report Cards. Workshop attendees will also participate in an interactive

session where they will play a game focused on using management decisions and stakeholder engagement to improve river basin health. *Alexandra Fries, University of Maryland Center for Environmental Science; Bill Dennison, University of Maryland Center for Environmental Science; Heath Kelsey, University of Maryland Center for Environmental Science; Simon Costanzo, University of Maryland Center for Environmental Science*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

### Privilege, Power & Equity in the Non-Profit Sector

Decision-making positions at non-profits are often held by people with privilege due to their race, class, gender, culture, and other factors. Learn about: Forms of privilege domestically and internationally; Dismantling privilege and promoting equity; and Why we're stronger when decision-making positions are held by those most impacted by impaired waterways. *Myra Villella, Klamath Riverkeeper*

**Theme: Making Diversity, Inclusion, & Equity Real**

### Collaborating with Communities Strengthens Green Infrastructure Outcomes

Meaningful and ongoing community engagement and a collaborative approach with a multi-stakeholder group are essential to realizing the multiple benefits that green stormwater infrastructure projects in parks can provide. The session will share best practices for authentic community engagement and key points from NRPA's Planning for Equity in Parks with Green Infrastructure briefing papers. *Lori Robertson, National Recreation and Park Association*

**Theme: Making Diversity, Inclusion, & Equity Real**

### Restoring and Connecting a Wild & Scenic River

Using the National Wild & Scenic Westfield River, participants will learn about efforts to restore and reconnect a river system. Attendees will be introduced to online decision support tools developed to identify the best opportunities for river restoration. Case studies will illustrate how the Wild & Scenic Rivers Act has resulted in technical assistance and funding for culvert projects. *Carrie Banks, Division of Ecological Restoration-Dept. of Fish and Game*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Partnering Up for Conservation

Partnering with diverse stakeholders is increasingly used to maximize collective impact, yet building an effective partnership is no small task. This workshop will focus on how to design resilient, effective partnerships. Participants will be asked to share examples, and we will practice with consensus building tools as we workshop them. *Jennifer Arnold, Reciprocity Consulting, LLC*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## Tell Your River Story Through Story Maps

Looking for a way to celebrate your river? Tell your river story through beautiful maps and inspiring narratives. This workshop will provide an introduction to the world of Story Maps, guidance on effective storytelling methods, and instruction on developing your own Story Map. Bring your laptop to try the application firsthand. *Joni Gore, National Park Service; Kelleen Lanagan, National Park Service*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Community Water Science Powered by Open Data and Technology—What’s happening, What do you need, and How do we motivate participation?

Crowd-sourced data, smart phone monitoring apps and probes, data portals with developer APIs, data visualization dashboards on your website, the Internet of Water! Technology is beginning to permeate the world of citizen water science. Learn how these technologies are supporting each other on a continuous framework and how you can use them to improve and streamline your water monitoring programs. *Adam Griggs, River Network; Arleen O’Donell, Eastern Research Group; Danielle Donkersloot, Izaak Walton Leage of America; Lauren Patterson, Duke University–Nicholas School; Nancy Stoner, Pisces Foundation*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Building Your Board of Directors

“Building Your Board of Directors” will look at all aspects of an organization’s Board of Directors in order to improve its success: roles & responsibilities, strong committees, Board/staff relationship, annual board goal setting, etc. Ample time for Q & A. Participants will take home valuable “how to” information as well as a work plan they’ve designed to help improve their Board. *Suzi Wilkins Berl, River Network; Caroline Bott, River Network*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## Volunteer Monitoring: Starting Strong

Explore different aquatic citizen science models across the United States and the key building blocks to creating a strong, scientifically robust volunteer watershed monitoring program. *Julie Vastine, Alliance for Aquatic Resource Monitoring/Dickinson College; Danielle Donkersloot, Izaak Walton Leage of America*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Conservation Through Recreation: The Rocky Mountain Flyathlon

The Flyathlon is a novel recreational event that pairs trail running, fly fishing, and craft beer to raise money for watershed conservation projects while turning recreational outdoor athletes into citizen stewards of public waters and public lands. The workshop will step participants through how to effectively organize a successful Flyathlon event in their favorite watershed. *Andrew Todd, Running Rivers*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## The Illinois River, Brought to You By...: A River Privatization Case Study

Alternative financing for public infrastructure, like public-private partnerships and privatization, can be executed outside of normal public review and regulatory oversight. This lack of oversight can lead to environmental deterioration on our rivers. An Illinois River example offers advice on how to review and comment on these alternative financing proposals. *Olivia Dorothy, American Rivers*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

## The ABCs of UAS (Drones), Effective Use of Drones for Floodplain Evaluation and Other Watershed Applications

Annoying weed eaters in the sky, or useful tools? This presentation will pose tangible reasons to integrate UAS “Unmanned Aerial Systems” into your work. It will focus on three applications, aerial imagery, photo monitoring, and visualization. View our “Floodplains as Community Assets” videos, other example products, legalities/training and tools. *Shane Fryer, Carson Water Subconservancy District*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**



## Equity by Design: Restoring Community and Watershed Health from the Chesapeake to the San Francisco Bay

Lift up the voices of those not typically engaged in watershed restoration work with a range of new approaches and strategies, case study examples and colleagues and begin working to build social equity into your watershed planning efforts. *Vernice Miller-Travis, Skeo Solutions; Amber Ellis, James River Association; Deb Kramer, Keep Coyote Creek Beautiful; Miranda Maupin, Skeo Solutions*

**Theme: Making Diversity, Inclusion, & Equity Real**

## Applying Equity Principles to Organizational Decision-Making

Presenters will share River Network's Principles for Equity, Diversity and Inclusion and our new equity assessment tool. These tools have the potential to transform our work to be more equitable and inclusive. We will share our experience integrating EDI into all aspects of our new Strategic Plan and facilitate exercises to help participants re-imagine their work through an equity lens. *Diana Toledo, River Network; Beth Stewart, Cahaba River Society/River Network Board*

**Theme: Making Diversity, Inclusion, & Equity Real**

## Are you Ready?: Succession and Diversity

It's time to stop worrying about succession and diversity and start acting! Get the information, tools, and insights that will help you set priorities and start building the strong, diverse leadership team you need. Participants will: 1. understand trends and systemic barriers; 2. set clear, specific priorities; and 3. receive templates to turn plans into action. Let's get ready together! *Karen Buck, Conservation Impact*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## The Rapid Benefit Indicators Approach: A Process for Assessing the Social Benefits of Ecological Restoration

The Rapid Benefit Indicators Approach is a process for assessing restoration sites using non-monetary benefit indicators. It allows users to systematically and equitably incorporate social benefits in decisions. Attendees will participate in an interactive demonstration of the Approach, and will gain knowledge and tools to conduct their own assessments. *Marisa Mazzotta, U.S. EPA; Alicia Lehrer, Woonasquatucket River Watershed Council; David Martin, U.S. EPA; Justin Bousquin, U.S. EPA*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Collaborative Approaches to Urban River Restoration—Lessons Learned from Public-Private Partnerships in New York City

Public-private partnerships (PPPs) are a critical component of the Bronx & Harlem Rivers Urban Waters Federal Partnership in New York City. This workshop will involve a discussion of PPPs and lessons learned, including successful community engagement techniques, tips for watershed planning across political boundaries, and example urban river restoration projects. *Michelle Luebke, Bronx River Alliance; Jamie Ong, New York City Department of Parks and Recreation; Sara Powell, New York City Department of Parks and Recreation*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## How to Protect Your Home River as Wild and Scenic Building a Successful Grassroots Campaign

Learn about the ways to engage your community in permanent river conservation and designate your Wild and Scenic River and build a successful grassroots campaign whether your river flows through a truly remote, pristine public lands or a more developed landscape. You will leave the session with the tools, technical resources and a support system of advocates to succeed protecting your local river. *David Moryc, American Rivers*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

## Damned Dams

California is taking three actions regarding dams with implications for other states. It is taking them down, FERC relicensing continues unabated, and there are serious proposals to build new dams or raise existing ones to address drought and climate change. Come for a lively discussion of all things damnable and damnable. *James Wheaton, Environmental Law Foundation; Craig Tucker, Karuk Tribe and the Klamath RiverKeeper; Richard Roos-Collins, Water and Power Law Group; Ron Stork, Friends of the River*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Building and Sustaining a Strong Coalition—The Highly Effective Georgia Water Coalition Shares 16 Years of Valuable Lessons Learned Working Together in a Conservative Political Climate

Clean water advocates in Georgia have been beating the political odds. This interactive workshop will give you the tools the Georgia Water Coalition uses to craft strategies,



messaging, and voting blocs that carefully unite elements of all parties to achieve conservation goals. You will learn how to form a transpartisan coalition, establish crucial structure, and sustain it for the long-term. *Chris Mangianello, Chattahoochee Riverkeeper; April Ingle, April Ingle Consulting/River Network; Chanda Brown, Chandra Brown Consulting; Gina Rogers, Georgia Wildlife Federation*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

### **Building Bridges Between Water Programs for the Truckee River: Leveraging CWA, SDWA and Regional Efforts for Water Quality Planning**

Using the regional water quality planning process in the Truckee River watershed as a case study, this workshop will explore ways to build bridges between Clean Water Act and Safe Drinking Water Act programs. Through examples of building local stakeholder groups and garnering public support, presenters will highlight successful approaches for coordination as well as lessons learned. *Birgit Henson, Nevada Division of Environmental Protection; Kimberly Borgzinner, Nevada Division of Environmental Protection*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### **Strengthening Your Organization's Civic Engagement Efforts**

Presenters will share tools and case studies of successful civic engagement initiatives in the Great Lakes region, which can be replicated throughout the country. We will share key principles and useful civic engagement frameworks culled from River Network's upcoming civic engagement training series and introduce The Confluence, our new online platform. Come ready to participate in a few, great interactive exercises for smaller groups! *Paco Ollervides, River Network; Jonathan Jarosz, Heart of Lakes*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

### **Connecting People to Rivers: A Planning Framework for River Access**

As the popularity of river recreation and the importance of connecting communities to rivers increases, river managers face pressure to provide access that meets a variety of desired conditions and visitor experiences while protecting resource values. We have developed a conceptual framework and decision-making process to address this increased demand through sustainable recreational develop. *Tom O'Keefe, American Whitewater; Jordan Selter, Selter Environmental Design*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

### **The Green Amendment, Claiming Your Right to a Healthy Environment For the Generations**

In the decades long fight for a cleaner environment, we've been fighting a losing battle. The sad truth is, our laws are designed to accommodate pollution rather than prevent it. The solution, argues Delaware Riverkeeper Maya K. van Rossum, is to bypass the laws and turn to the ultimate authority: our state and federal constitutions. Come learn about The Green Amendment Movement. *Maya van Rossum, Delaware Riverkeeper Network*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### **Measuring UP—Making Diversity, Inclusion, and Equity Real**

Through facilitated activities and discussion, participants will to: Appreciate how embedding diversity and inclusion into organization psyche requires thoughtful consideration and planning; Develop an analysis of how difference is embedded and implemented in our institutions; Measure your progress to ensure a move from the present to a future state in building an inclusive River community. *Lisa Hari, Lisa Hari & Associates; Baljit Wadhwa, River Network/Global Environment Facility Independent Evaluation Office*

**Theme: Making Diversity, Inclusion, & Equity Real**

### **Sierra Headwaters: Protecting and Restoring Rivers at the Source**

In this workshop we will explore how collaborative, data driven conservation and restoration efforts are underway in the headwaters of Sierra Nevada Rivers. The workshop will feature 2-3 projects where baseline data collection, watershed assessments, and stakeholder processes have helped to inform what actions need to be taken to steward the headwaters of our rivers. *Rachel Hutchinson, South Yuba River Citizens League; Beth Christman, Truckee River Watershed Council*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

### **Improving Rivers through Collaborative Restoration—What's Working in California**

The California way for getting restoration done is via large-scale collaboration. Leaders from the U.S. Forest Service, Sierra Nevada Conservancy, and California Trout will introduce two ambitious multi-partner efforts to increase the pace and scale of ecosystem restoration across the Sierra Nevada. Zooming in, a meadow expert will describe stream assessment and restoration technique. *Amanda Cundiff, U.S. Forest Service; Randy Westmoreland, U.S. Forest Service; Mandy Vance, Sierra Nevada Conservancy; Mark Drew, California Trout*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Investing in a Watershed: Spotlight on the Delaware Basin

Countless watersheds in the country flow through two or more states. The patchwork of regulations and policies that govern activities in these multi-state basins result in inconsistent protections and public involvement. We will discuss several multi-state legal agreements including those in the Delaware River Basin and examine how current investment is creating upstream-downstream opportunities. *Gayle Killam, River Network*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

## Growing Your River Organization 101

You want to grow your organization ... but what are reasonable expectations, and what should you do first? For 14 years, River Network has surveyed organizations on their growth and the practices that lead to it. Here we share the (inspiring!) results. You'll choose guidelines and priorities for your own organization, and also try the new self-assessment of organizational health. *Baird Straughan, LeadGreen; Caroline Bott, River Network*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## Water Infrastructure for a Sustainable Future

CRWA has developed an innovative approach to water management which involves studying and then replicating natural water, carbon and nutrient cycles in small scale, sustainable urban districts. Participants will become familiar with the framework used to apply this approach and be introduced to the tools and techniques available to apply the framework in their own communities.

*Julie Wood, Charles River Watershed Association; Bob Zimmerman, Charles River Watershed Association*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Marketing Clean Rivers for Recreational and Economic Growth

The workshop focuses on the development of river-based recreational tourism opportunities including river trail development. The presenters are experienced in marketing tools, government relations, stream restoration and tourism based environmental improvements. The presentation will include visual aids, examples of marketing and stream preparations related to tourism growth for rural watersheds. *Tomi Bergstrom, WV Department of Environmental Protection; Bill Currey, Coal River Group*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Creating a Path to an Equitable Water Future—Lessons from the Water Equity Taskforce

Water-related challenges disproportionately affect the most vulnerable communities. At the same time, smart and equitable water management can foster opportunity for all. The US Water Alliance's Water Equity Taskforce will present a framework for understanding the interconnections between water and equity, and share lessons from participating cities. *Zoe Roller, US Water Alliance*

**Theme: Making Diversity, Inclusion, & Equity Real**

## Community Engagement and Affordability—Working Together With Your Water Utility

Leaders from three communities featured in a new report "Opportunities for Municipal Clean Water Utilities to Advance Environmental Justice and Community Service" will share their stories and offer insights into engaging with local water utilities and explore how to advance efforts to increase utility engagement within their communities, address environmental justice concerns, and more. *Chris Hornback, NACWA; Adel Hagekhalil, City of Los Angeles - LA Sanitation; Andy Kricun, Camden County Municipal Utilities Authority; James 'Tony' Parrott, Louisville and Jefferson County MSD; Nathan Gardner-Andrews, NACWA*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**



### Best Practices for Communicating about Climate Change

If you would like to improve how you message about climate change and other environmental issues, and encourage people to take that next step to action, this is the workshop for you. This interactive presentation will help you gain the knowledge to ensure your communications about climate change are as effective as possible. *Meghan Kelly, Green Motivate*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

### Social Media Marketing for Nonprofits

We'll go over the pros, cons, and costs of a multitude of social media managers, how to increase your reach, engagement, and conversions on Facebook, Twitter, LinkedIn, and Instagram, simple hacks to do more with less (time and money), and finally answer the question, "when is the best time to post to Facebook?" *Abby Kuranz, Milwaukee Riverkeeper*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

### Outreach with Action: What DEI engagement really looks like

Natural spaces advocates across the US have realized that commonly shared stories of outdoor adventures & advocacy rarely reflect the nation's demographics proportionally. Why is that? Are barriers to engagement and representation real or imagined? Learn about the Summit Seekers project, an effort that combined the missions of five national environmental organization to create a model for success. *Ronda Chapman, Groundwork DC*

**Theme: Making Diversity, Inclusion, & Equity Real**

### Working with Agencies to Collaboratively Study and Protect Wild Rivers

A wave of upcoming land management plan revisions presents an incredible opportunity to administratively conserve rivers and riverside lands, and improve river management across millions of acres of public lands. Learn about a suite of tools and best practices you can use to work with federal agencies and your local community to protect public lands rivers in your backyard. *Michael Feibig, American Rivers; Kevin Colburn, American Whitewater*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### A New Suite of Decision Support Tools to Inform Watershed Protection

Use new, state of the art, scientific decision-support tools to inform your watershed protection efforts. Through live demos, learn to quantify point- and non-point source impacts from upstream to inform what restoration and/or protection is required to secure water quality targets in watershed focus areas, and investigate scenarios—select conservation projects that provide greatest quantified benefits.

*Clare Billett, William Penn Foundation; Barry Evans, Penn State University; Clare Jantz, Shippensburg University; Dave Arcsott, Stroud Water Research Center; Scott Haag, Academy of Natural Sciences of Drexel University*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

### Volunteer Activities and Campaigns that Grow Themselves

If you have lots of possible volunteer activities, but not enough volunteer leaders to put them on, this workshop is for you. We'll give you two tools to make your activities generate the new leaders you need. We'll present examples of organizations that used them to find new spokespersons, activity organizers and even board members. You'll try one of the tools out for your own group. *Baird Straughan, LeadGreen; Paco Ollervides, River Network*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**





## Restoring Rivers in the Face of Scarcity— Learn How to Engage Your Community Through an Interactive, Place-Based Workshop

Watershed Management Group, a non-profit org., has set a 50-year program vision to restore flow to Tucson, AZ rivers. Workshop attendees will develop an urban river restoration vision to inspire a community movement; learn to identify GI opportunities to benefit this vision; learn to create watershed planning tools geared for the public; and how to develop citizen scientists to monitor progress. *Catlow Shipek, Watershed Management Group; Lisa Shipek, Watershed Management Group*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

## Partnering with Beavers to Restore Rivers

Learn how diverse organizations are partnering with our native keystone species the beaver to increase water quality and quantity, increase aquatic habitat and biodiversity, and help rural and urban communities increase water security and build greater resiliency to climate change. Speakers will share lessons from Scott River watershed beaver mimicry and broader campaigns for beaver restoration. *Sarah Bates, National Wildlife Federation; Betsy Stapleton, Scott River Watershed Council; Brock Dolman, Occidental Arts and Ecology Center WATER Institute; Charnna Gilmore, Scott River Watershed Council*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Re-Imagining Conservation through Storytelling

As the water conservation world dives deeper into concepts of diversity, equity, and inclusion, it has become increasingly clear that conservation has not always been equitable or inclusive. In this 90-minute workshop, participants will learn what equitable and

inclusive conservation can look like and how stories can support a re-imagining of what conservation can look like in service of equity. *Ava Holliday, The Avarna Group; Jose Gonzalez, The Avarna Group*  
**Theme: Making Diversity, Inclusion, & Equity Real**

## Proven Strategies of Reconnecting Communities to their Urban Rivers

For multiple generations urban communities have been taught to fear & have shame around their local rivers. This idea has been hard coded, institutionalized & largely an accepted part of urban culture. It is extremely difficult work to enact cultural change but it can be done with heart, hope and creativity. Willie will share replicable strategies in enacting cultural change around urban rivers. *Willie Levenson, Human Access Project*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## River Stewardship Doesn't End at Designation—Wild & Scenic River Management Challenges

Rivers agency and non-profit speakers describe three contemporary management challenges associated with designated Wild and Scenic Rivers: visitation, water quality, and access. NOTE: This session is part of the WSR50 collaborative submission package. *Steve Chesterton, U.S. Forest Service; David Cernicek, U.S. Forest Service; Jennifer Back, National Park Service; Thomas O'Keefe, American Whitewater*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**



# FIELD TRIPS

*On Tuesday afternoon, we'll put away our computers and notepads, and head out to explore Olympic Valley and beyond. Given that spring temperatures in and around Lake Tahoe vary widely year to year, some trips might be cancelled, or adjusted to accommodate the weather conditions we experience. Don't forget to sign up for a field trip when you register—spaces are limited and book up quickly!*

## **Integrating river recreation improvements with instream habitat and economic development:**

The Reno Whitewater Park has revitalized a once deteriorating section of the City and become Reno's greatest natural attraction, igniting downtown renewal efforts. This trip will expand your knowledge of instream recreational structures, river access design techniques and the associated permitting, design and construction challenges related to river and greenway projects.

## **Carson River Float and Field Day—20 Years of Progress with the Carson River Coalition:**

Spend the afternoon floating the beautiful Carson River through Carson City's protected open space and tour The Nature Conservancy's Carson Valley ranch. See the Carson River Coalition's extraordinary efforts to protect floodplains, preserve agriculture and improve water quality first hand.

## **Truckee River Walking Tour on Tahoe/Pyramid Bikeway:**

A walking tour of the Truckee river along the Tahoe Pyramid Bikeway starting in Tahoe City, CA. Participants will learn about local collaborative efforts through the Truckee River Watershed Council to protect, enhance, and restore the Truckee River below Lake Tahoe, as well as related efforts to restore Lake Tahoe Clarity from local agency and non-profit organizations.

## **Yuba River Headwaters Snowshoe—Van Norden Meadow:**

Enjoy a guided snowshoe experience in Van Norden Meadow, the headwaters of the Yuba River. Enjoy stunning Sierra summit vistas, fresh air and exercise, while learning about the natural history of the area, the development struggles in the area, and SRYCL's current multi-million dollar and multi-stakeholder restoration project in the meadow.





### **Hydropower in a Changing Energy Landscape:**

Come raft down the Truckee River and learn about how energy markets are changing as a result of increased wind and solar production, and most importantly, what does this mean for rivers impacted by hydropower. The trip will be in the Truckee River, exact location will be dependent on water levels.

### **Wild and Scenic River Study—Identifying, Evaluating and Protecting River Values:**

Enjoy the western and southern shore of Lake Tahoe while learning more about the Wild and Scenic River Evaluation Process and river interpretation with visits to: Eagle Creek, with spectacular vistas of Eagle Falls, Emerald Bay and the Desolation Wilderness; Taylor Creek Visitor Center, Stream Profile and self-guided walk; and the Meiss Portal into the Upper Truckee River watershed.

### **Using R for Geospatial Mapping and Dynamic Visualization:**

This extended workshop will be held on-site at the Resort at Squaw Creek, and will teach participants how to use R/ RStudio to: download spatial tabular/data, load data into RStudio, perform spatial operations commonly used in GIS programs (intersect, clip, buffer), plot and map that data in a static printable map as well as a dynamic leaflet map you can share or post online. No prior programming knowledge is required, but individuals will need a laptop.

### **Ski and Ride like a Local:**

Enjoy an afternoon of skiing or snowboarding at Squaw! Intermediate and advanced skiers and riders (able to confidently ski ALL blue runs) will tour the mountain and meet with Squaw's Director of Environmental Initiatives to learn how the resort is leading the industry in reducing recreational impacts. Discounted group lift tickets and equipment rentals are included.

### **Squaw Creek Meadow Restoration:**

Trout Unlimited, Friends of Squaw Creek and Balance Hydrologics invite you to join a tour of the Squaw Creek watershed and learn about past and future meadow and creek restoration activities employed to restore natural aquatic habitat and function to this iconic Sierra Nevada montane meadow.

### **Meadow Assessment and Restoration on the Tahoe National Forest:**

Meadows are important to the quality and quantity of water flows in creeks and rivers. Come see two meadows through the eyes of a Forest Service meadow restoration expert. Learn how historical uses have degraded Sierra meadows and what we do to restore them—and the streams within them—to their former function.

### **Source to Sink—Tracing the Truckee River from Lake Tahoe to Pyramid Lake:**

Follow Lake Tahoe's waters as they flow from California's eastern Sierra Nevada basin across the state line into the high desert of Nevada on a trip to Pyramid Lake. Stopping at key sites throughout this transboundary watershed, we'll learn about water rights, river restoration and flood control, tribal perspectives of water development, and other important water issues.

### **North Fork American River Whitewater Trip:**

The Wild & Scenic North Fork of the American River near Sacramento, CA provides an extraordinary California whitewater rafting experience. With Class IV rapids, the North Fork delivers nearly non-stop, white-knuckling whitewater, followed by a stretch of more moderate Class II-III rapids. On the trip we will discuss the history of the effort to designate the North Fork as Wild and Scenic.

### **Experiencing the North Fork American Wild and Scenic River:**

Experience a unique and breathtaking trip along the North Fork American Wild and Scenic River to commemorate the 50th Anniversary of the Wild and Scenic Rivers Act! Participants will be led by local field staff from Bureau of Land Management and U.S. Forest Service on a 7 mile raft trip with Class III rapids while learning about stewardship issues associated with this river.

### **Prevention and Control of Aquatic Invasive Species in Lake Tahoe and the Truckee River:**

Join us on a tour of an active watercraft inspection station, and observe how watercraft are inspected and decontaminated prior to entering Lake Tahoe. The next stop will be along the Truckee River, just below Tahoe City, where control of Eurasian watermilfoil (*M. spicatum*) is underway. Learn about the equipment and techniques Tahoe RCD is using to control this tenacious invasive.

### **Lake Tahoe Water Trail:**

The Lake Tahoe Water Trail circumnavigates the 72-mile shoreline of the largest alpine lake in North America. Our afternoon paddle will begin at the lake's outflow, the Truckee River. Working with Willard Sports Shop, a multi-sport shop family run for almost 40 years, our hosts will teach safe paddling skills and share stories about Lake Tahoe and the Lake Tahoe Water Trail. The Lake Tahoe Water Trail is notes for their successes with signage, a paddler water safety brochure and water safety campaign, and a user-friendly mobile map tool. As we paddle along the shore (direction will be dependent on the wind), we will talk all things water trails: accessibility, popularity, safety, successes and challenges.



# WORKSHOPS WEDNESDAY May 2, 2018

## Using Technology to Bring an Urban Fish Migration to Life: Lessons from the Mystic River

A video monitoring system has opened a new window on the largest river herring run in Massachusetts. Learn how we set up our system, collaborated with teachers, and reached new stakeholders—potential new stewards. Participants will be able to count fish and explore data.

*Andy Hrycyna, Mystic River Watershed Association*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Open Data Standard for Recreational Water Quality

To enjoy time on the water and avoid waterborne illnesses, the public requires practical and timely access to water quality information and advisories; yet, there is no technical standard to do so. Swim Guide developed the first-ever open standard for automated data exchange of recreational water quality information, and an open data toolset, for effective risk communication for recreational water. *Gabrielle Parent-Doliner, Swim Drink Fish Canada*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Practical Tips for Evaluating Future Water Demand

Water suppliers routinely overestimate future water demand, resulting in unneeded water supply and treatment infrastructure, higher costs to ratepayers, and unnecessary environmental impacts. This workshop will provide attendees with information to evaluate water demand forecasts in their communities and assess whether there is a demonstrated need for new water supplies. *Heather Cooley, Pacific Institute; Sarah Diringer, Pacific Institute*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Leading and Learning: Take Stock and Make a Plan

If you're experiencing burnout and stress, step away from the intensity and reinvest in strategies for self-care to help sustain your energy and spirit. Take a breath, assess your strategies, and share

successful ways to take care with other leaders in this highly participatory workshop. *Sarah Clark, Institute for Conservation Leadership*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## New and Emerging Tools for Tracking Outcomes and Communicating Benefits of Water Transactions

Water transactions are powerful mechanisms for returning water to rivers, and improving water security for nature and people. Their inherently complex nature can result in outcomes that are not always easily understood. This workshop will focus on three tools designed for monitoring, evaluating and communicating the benefits of water transactions. *Amy Campbell, The Nature Conservancy; Ada Fowler, The Nature Conservancy; Emily Powell, The Nature Conservancy; Femke Freiberg, National Fish and Wildlife Foundation*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Curriculum for Change: Using Hands-on Activities and Current Events to Teach Environmental Justice, Science, and Critical Thinking

In this interactive workshop, Groundwork Richmond, CA and Groundwork Hudson-Valley, NY will present environmental justice and climate change/resiliency youth-centered curricula currently under development. The workshop will develop further connections between environmental justice and the hands-on scientific approaches that will build more resilient communities in a changing environment. *Matt Holmes, Groundwork Richmond; Jennifer Sloan, Groundwork Hudson Valley; Maria Brodine, Groundwork USA*

**Theme: Making Diversity, Inclusion, & Equity Real**

## Engaging Citizens and Decision-Makers to Move Policy in Difficult Political Environments

If you can do it in AL, you can do it anywhere! This workshop will describe how the Alabama Rivers Alliance is capitalizing on an awakened progressive populous to continue moving policies forward in the face of political turmoil and changes in both state and federal administrations. Participants will learn

simple tools they can use on a tight budget to mobilize people around water issues. *Cindy Lowry, Alabama Rivers Alliance; Kelly Marshall, Alabama Rivers Alliance*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### Achieving Equity Across the Watershed

Power and equity are issues that affect all of us, all the time. This session will showcase individual perspectives on how we each are grappling with the opportunities and challenges that are inherent to prioritizing this important work as a critical piece of the Choose Clean Water and Healing Our Waters-Great Lakes Coalitions. *Chante Coleman, Choose Clean Water Coalition; Jennifer Hill, Healing Our Waters*

**Theme: Making Diversity, Inclusion, & Equity Real**

### How to Write Killer Fundraising Letters

Writing appeal letters that raise money is not hard. Writing appeal letters that raise more money can be done, but it takes work. These letters are better thought of as technical writing than as correspondence. Join fundraising and direct mail expert David Allen to explore the science of what works and why when writing appeal letters. The science may be hard to believe but the steps are easy. *David Allen, Development for Conservation*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

### Water for Beer, Food or Fish?

Join us for a fast-paced, fun, and interactive session where participants will play an experiential game designed to showcase how water markets can be powerful tools for conservation and reallocation of water. The session will conclude with a Ted Talk highlighting a market-based project in California. *Season Martin, The Nature Conservancy; Emily Powell, The Nature Conservancy; Jacob Davis, The Nature Conservancy*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

### From Litigation to Collaboration: Lessons Learned Addressing Municipal Stormwater Pollution

Increasing development around the country increases stormwater discharges from municipal separate storm sewer systems (MS4s). This workshop explores lessons learned in engaging communities, elected officials, and regulatory agencies implementing Pennsylvania's MS4 permit. Such lessons will provide

insights to others working across the country to reduce impacts from stormwater pollution. *Alice Baker, PennFuture; Ellen Kohler, Attorney*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

### Millennial Engagement on Wild & Scenic Rivers

Learn how a successful Los Angeles nightclub manager used his social media and customer service skills to create the Kern River Conservancy and forge partnerships with Leave No Trace and the US Forest Service to engage urban millennials in river cleanups and graffiti removal along California's Wild and Scenic Kern River. *Gary Ananian, Kern River Conservancy; Tricia LaBelle, Kern River Conservancy; Meredith McKenzie, Kern River Conservancy; David Warners, PhD, Plaster Creek Stewards*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

### The National Green Infrastructure Certification Program: A Focus on Workforce Development

The National Green Infrastructure (GI) Certification Program's primary objectives are to provide a pool of skilled workers to construct, inspect, and maintain GI in accordance with best practices to support long-term system performance and support the nation's cities in efforts to encourage, the establishment of local sustainable employment opportunities. This workshop will show how the program evolved and can be implemented at the local level. *Claudio Ternieden, Water Environment Federation*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

### Environmental Education in Jails and Under-Served Neighborhoods

Participants will learn the limitations in teaching in jails v prisons, ways to link recidivism reduction and meaningful environmental work, challenges and benefits of door-to-door outreach, and how to overcome challenges of enhancing the urban forest. *Amanda Parrish, The Lands Council*

**Theme: Making Diversity, Inclusion, & Equity Real**

### Technology and Collaborative Planning for Water Conservation

Learn about a multi-organization effort to address water quantity issues in the Colorado River Basin through the development and application of planning datasets, analyses, and tools. Could your organization use these? Workshop attendees will hear lessons learned

from two Arizona pilot projects and plans for selecting additional regions that could benefit from decision-support resources. *Cassandra Pallai, Chesapeake Conservancy; Michael Norton, Chesapeake Conservancy; Paula Randolph, Lincoln Institute of Land Policy*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Revitalizing the Community through Urban River Restoration

The San Antonio River was transformed from a drainage ditch into a thriving ecosystem, demonstrating that urban restoration can be successful and revitalize a community. This workshop will provide practical lessons in proven approaches that inspire actions to increase positive watershed impacts including biological monitoring methods, and digital mapping and storytelling tools for data sharing. *Lee Marlowe, San Antonio River Authority; Katherine Peche, San Antonio River Authority; Kirk Moravits, San Antonio River Authority*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Getting Started with Major Gift Development

Sustainable organizations should be continually engaged in individual giving strategies; yet grants, events, and membership often seem more urgent. As a result, major gift fundraising is often left undone. Fundraising expert David Allen will present a workshop on major gifts, covering motivations behind giving decision, how to find prospects and plan cultivation activities, and the differing roles of staff and Board. For staff and Board at all levels of fundraising experience. *David Allen, Development for Conservation*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## Working Towards Salmon Success: How Habitat Quantification Leads to Coordinated Conservation

There are several organizations and agencies working to restore the endangered Chinook salmon, once ubiquitous in the rivers of central California. Learn how a salmon habitat quantification tool is being used to better understand salmon habitat, guide effective conservation projects and management plans, and to communicate progress toward regional goals. *Kristen Boysen, Environmental Incentives; Dan Kaiser, Environmental Defense Fund; John Cain, American Rivers*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## EJ: First Train Thyself & Staff

Presented by Urban Waters Learning Network, participants will be immersed in an EJ Curriculum: principles & graphic novel, community assessment worksheets. Developed for Groundwork youth—it's perfect "starter" curriculum for STAFF! There's time to reflect, share, and work in a safe space. Journals provided. Bonus: curriculum to take home. *Ann-Marie Mitroff, Groundwork USA; Matt Holmes, Groundwork Richmond*

**Theme: Making Diversity, Inclusion, & Equity Real**

## Too Much of a Good Thing—Nutrient Pollution

This workshop will address the problem of nitrogen and phosphorus pollution that causes dead zones, toxic algae and slime in our rivers, streams, estuaries and oceans. It will also address nitrogen pollution of groundwater that affects drinking water in California and many other locations. There will also be discussion of what can be done through organizing, legal action and political action. *Albert Ettinger, Lawyer; Matt Rota, Gulf Restoration Network; Nathaniel Kane, Environmental Law Foundation*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

## Building a Diverse Board

Creating a diverse Board of Directors is crucial to institutionalizing diversity, equity and inclusion in any organization. This fast-paced workshop will equip participants with ready-to-apply tools and analytical frameworks to diversify their Board, featuring best management practices from the non-profit sector and a case study of the Puyallup Watershed Initiative. *April Nishimura, The Puyallup Watershed (TRFF)*

**Theme: Making Diversity, Inclusion, & Equity Real**

## Green Infrastructure Image Testing for Diversity, Equity & Inclusion

A picture is worth a thousand words. So the imagery that we use to invite community feedback for major planning and infrastructure decisions in our cities, is hugely important. Resource Media recently conducted an image testing project to find out how the public perceives green infrastructure and applied a racial & social justice lens to set a more inclusive and effective communications strategy. *Sian Wu, Resource Media*

**Theme: Making Diversity, Inclusion, & Equity Real**



## Mystic Greenways—Restoring and Revitalizing Urban Waterways

The Mystic Greenways Initiative seeks to reverse a history of industry and intense development on waterfront land and create a world-class park system that connects communities to their local waterways. Learn how this initiative is leveraging millions of dollars of funding, creating successful partnerships and engaging volunteers to transform this urbanized waterway. *Amber Christofferson, Mystic River Watershed Association*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Explore Partnership Wild & Scenic River designation through successful community activism

Have you wondered if Wild & Scenic designation is a good fit for your river? Would you like to learn how to protect and manage your home river through the Partnership Wild and Scenic River approach to designation? Leave this session with the tools, the technical resources and national contacts to help you. See the premier of the new Partnership WSR video and dive into the Partnership WSR toolkit. *Shana Deeds, PWSR; Corita Waters, National Park Service*

**Theme: Reconnecting to Rivers Through Restoration & Recreation**

## Using Storytelling to Save Your River

What's your river story? How can you use your story to drive positive change? Get lessons from the 5,000 Miles of Wild campaign, and hear from other storytelling experts. Learn how to tell your story, connect with your audience, and make the biggest impact. *Amy Kober, American Rivers*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## Local Voices for National Clean Water Policy: Strategies for Creating a Choir

National clean water policy, including the Clean Water Act, has been essential to the security of clean water. Pennsylvania partner organizations, working with the Clean Water for All Campaign, have joined forces to create a diverse, politically savvy and strong "clean water choir" to advocate for Pennsylvania and nationally. *Liz Deardorf, American Rivers; Gayle Killam, River Network; Rosemary Enobakhare, Clean Water for All*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

## Building Community Through Transparency: Using Science to Reconcile Competing Water Use

This workshop will show how the UC Davis Center for Watershed Sciences used its research to build collaborative partnerships in the Shasta River watershed and rapidly achieve stream conservation results. Participants will learn about how research questions were identified, results of failures and successes communicated, and private landowners persuaded to extend conservation work on their lands. *Ann Willis, UC Davis Center for Watershed Sciences*

**Theme: Expanding Impact Through Science, Technology, & Monitoring**

## Drinking Water Toolkit: A Resource for Advocates

Based on the demand from groups to engage more deeply on drinking water, River Network has worked with our partners to develop a layperson-friendly drinking water toolkit including components on treatment, funding, safety, and policy frameworks. This session will introduce the toolkit and explain how to use in local communities. *Katherine Baer, River Network; Paco Ollervides, River Network; Jumana Vasi, River Network Board; Chi Ho Sham, ERG Group*

**Theme: Mobilizing for Change Through Policy, Advocacy, & Civic Engagement**

## Inbound Marketing: The Latest Techniques to Attract More Donors, Volunteers, & Others

Learn how to boost online traffic and increase "conversion rate" so they become donors and volunteers. Discover how to implement inbound marketing via search engine optimization, pay-per-click, blogs, articles, websites, landing pages, calls to action, links, social media, and more to promote and leverage your content, boost online traffic, generate leads, and convert those leads into supporters. *Allan Pressel, PowerSite123*

**Theme: Sustaining Strong Leaders, Organizations, & Coalitions**

## Cultivating Inclusion and Equity in Watershed Restoration Through Upstream-Downstream Partnerships

Watersheds connect diverse groups of people, and these relationships are often neglected. It's important to get to know the people who live and play, work and worship in the same community. This workshop will explore how to build meaningful partnerships within and between different groups of people in a watershed, enabling leadership to emerge from within. *Gail Gunst Heffner, Calvin College, Plaster Creek Stewards; Deanna Geelhoed, Calvin College-Plaster Creek Stewards*

**Theme: Making Diversity, Inclusion, & Equity Real**

# REGISTRATION AND IMPORTANT DATES

---

**Early December**

*River Rally Registration Opens*

**February 1, 2018**

*Scholarship Applications Due*

**March 30, 2018**

*Early Bird Registration Ends  
(Prices go up!)*

**April 29–May 2, 2018**

*River Rally in Olympic Valley,  
California!*

*Here's a sneak peek at this  
year's Rally t-shirt, which you  
can pre-order when you register  
this year!*



**Register online at**  
**[www.riverrally.org](http://www.riverrally.org)**

## A NOTE ABOUT SCHOLARSHIPS

River Network offers a limited number of scholarships for those who need financial assistance to attend River Rally. On average, the scholarship awards are \$250 and are applied to help reduce registration fees, though we will do our best to ensure that every interested individual can join us in Olympic Valley. Generally, scholarships may not be used to cover field trips, transportation, lodging, extra meals or any other expenses. More information is available on our website. Be sure to apply for yours by the deadline: February 1, 2018 at 5:00pm PST.

# WILD & SCENIC RIVERS



## WILD & SCENIC RIVERS AT 50 YEARS

In 2018, we celebrate the 50th anniversary of the birth of our Wild & Scenic River System by recognizing that we all can play a role in stewarding free-flowing rivers, safeguarding future water quality and working together to protect additional rivers.

The passage of the Wild & Scenic Rivers Act of 1968 created the National Wild & Scenic River System, which today protects more than 12,000 miles of rivers in 40 states and Puerto Rico for recreation, fish and wildlife habitat, scenery, and cultural heritage. Yet, less than one percent of all of our rivers are designated as Wild and Scenic, and federal funding to manage these rivers is now under threat.

The future of Wild & Scenic Rivers depends on growing awareness of these rivers and their benefits to communities including vibrant economies, clean drinking water, recreation, and fish and wildlife habitat.

The Wild & Scenic Rivers 50th Anniversary Group is a collaborative partnership between American Rivers, American Whitewater, River Management Society, River Network, and the four federal government agencies that manage our rivers—Bureau of Land Management, Fish & Wildlife Service, Forest Service and National Park Service. Join us at River Rally 2018 to learn more about what this group is doing to build awareness, inspire action and stewardship, and grow capacity through training and new designations.

## BECOME A SPONSOR OR EXHIBITOR!

Sponsors and exhibitors play key roles in River Rally each year. Your commitment to work with us in support of strong river champions, clean water, and ample water is a smart investment in our shared future.

To learn more about these opportunities, please visit our [website](https://www.riverrally.org).



P.O. Box 21387, Boulder, CO 80308  
303.736.2724 | [riverrally@rivernetwork.org](mailto:riverrally@rivernetwork.org)  
[www.rivernetwork.org](https://www.rivernetwork.org)