

# Agenda

## Tuesday, November 1, 2016

**Registration:** 5:00 pm – 6:00 pm

## Wednesday, November 2, 2016

**Breakfast:** 7:00 am – 9:00 am

**Registration:** 8:00 am – 5:00 pm

**Exhibitor Setup:** 7:00 am – 10:00 am

**Exhibit Hall Open:** 10:00 am – 5:30 pm

**Breakout Session:** 8:00 am – 11:30 am

### Flying WILD – Environmental Education Using Birds as the Focus

#### *Technical Series*

- Joe Haber and David Christopher, Education Staff, National Aquarium

Through activities involving language arts, social science and math experiences, coupled with community outreach and service learning applications, Flying WILD offers a whole-school approach to environmental education using birds as the focus. Educators from The National Aquarium offer this unique opportunity for training in the Flying WILD Curriculum, which is appropriate for use with middle school students. You'll receive a teacher's manual with sample lessons, and learn how to carry out lessons in the classroom or in your habitat. We'll also discuss how to help students host a "bird festival" to celebrate International Migratory Bird Day. Pre-registration is required.

**Breakout Sessions:** 8:00 am - 9:15 am

## **Less is More – Sustainable Stream Restoration Design and Construction**

### *Technical Series*

- Scott McGill, Principal, Ecotone, Inc.

Learn to integrate sustainable strategies and tactics into stream restoration to realize significant cost savings and reduce short and long term carbon output. In this workshop participants will learn how to incorporate sustainable methods and techniques into the stages of a project's development including site analysis, design, and construction/long-term site integrity. Real world examples will drive home the strategies to employ so you can create a high quality, highly functional restoration project at lower cost than traditional restoration approaches.

## **Strong Alignments, Successful Programs** *Starter Series*

- Doreen Davis, Conservation Specialist, WHC
- Martha Gruelle, Sr. Manager, Conservation Planning, WHC

Conservation programs are best leveraged when the initiatives have strong ties to the local ecology, aligned with target stakeholder priorities, and adapted to the operational context. Learn from WHC staff experts the information you will need to plan a program that is aligned with conservation, people and corporate needs to ensure the best starting point for a credible and viable program.

**Breakout Sessions:** 9:30 am – 11:30 am

## **Every Act of Conservation Matters: Establishing Your Program** *Starter Series*

- Josiane Bonneau, Sr. Director Conservation Strategies and Planning, WHC
- Rob Campbell, Manager, Conservation Planning, WHC

During this comprehensive two-hour session, attendees will learn how to use WHC Project Guidance documents to begin a planning and visualization process to build a program that so your team can make “every act of conservation matter.” Learn about creating a realistic

timeline, estimating costs and building your team. We'll share common pitfalls and challenges, and often-overlooked steps that can make your programs strong and enduring.

### **Freshwater, Fish and Fun! Using Multimedia and Recreational Activities as Tools for Watershed Education** *Technical Series*

- Kim Winter, NatureWatch Program Manager, U.S. Forest Service
- Keith Williams, North Bay Adventures

Want to engage youth in your community in nature? Interested in finding fun ways to monitor your freshwater ecology? Discover the freshwater education resources available through the U.S. Forest Service and its partners, such as FreshwaterLIVE, the NatureWatch Snorkeling Tool Kit, Fishing Days. Learn how to implement these experiences on your site for students, teachers, non-formal learners or anyone who has an interest about watershed protection, clean water, and aquatic biodiversity.

### **More Than Words – Telling Your Story with Visual Media (Including Drones!)** *Technical Series*

- Russell Sparkman, CEO, FusionSpark Media Inc
- Gene Huntington, Remote Intelligence

Storytelling is essential for stakeholder engagement. And visual storytelling has become an absolutely essential form of communications for print, web and social media. But all too often, organizations find themselves pinched for quality options when it comes to sourcing photographs and video in support of communications needs. This session will address this challenge by providing strategies and tactics to consistently generate and source quality visual media to successfully promote your conservation efforts – including using drones! Learn how these unmanned aerial systems can provide unique visuals utilizing an SLR mapping camera, multi-spectral cam, thermal imaging cam, and more.

**Breakout Session:** 10:30 am – 11:30 am

### **Standard Setting Procedures: An Open Meeting**

- John Finisdore, Director, Conservation Certification and Technology, WHC
- Martha Gruelle, Sr. Manager, Conservation Planning, WHC

WHC is adopting international best practices in sustainability standards. This session will introduce these practices and the steps WHC will take in 2017 to build processes for evolving Conservation Certification. These processes are also described in the Standard Setting Procedures that include extensive opportunities for stakeholders to help shape Conservation Certification. Members of the Advisory Committee that will be formed in 2017 will be in attendance and planned Technical Working Groups will be discussed.

**Lunch and General Session:** 12:00 pm – 1:45 pm

### **State of Corporate Conservation**

- Kevin Butt, Director, North American Environmental Division, Toyota Motor North America, Inc., and Chairman, WHC
- Margaret O’Gorman, President, WHC

Hear from WHC leadership on how WHC members are achieving their biodiversity and sustainability goals and measuring success through Conservation Certification.

**Breakout Sessions:** 1:50 pm – 2:50 pm

### **Monitoring Matters – Gathering and Utilizing Data to Improve Projects**

#### *Starter Series*

- Ashley Ossher, Manager, Conservation Planning, WHC
- Maaïke Schotborgh, Manager, Conservation Planning, WHC

Accurate and regular monitoring is essential for any habitat or species management project. Once you have the data – you may find yourself asking *now what?* WHC technical staff will guide you through useful tools to gather the data but more importantly, how to utilize the results

to improve your projects, contribute to citizen science, and connect with your communities.

## **STEM Experiences in Your Habitat – There’s No Better Place for Learning**

### *Technical Series*

- Peggy Jaye, Communications Director, Georgia Pacific, Cedar Springs
- Kayhan Ostovar, Associate Professor and founding member of the Yellowstone River Research Center at Rocky Mountain College

Supporting students of all ages in STEM (Science, Technology, Engineering and Math) is a high priority for many organizations, as we understand the importance of STEM careers to our communities, our companies and our collective future. These case studies, from corporations such as ExxonMobil and Georgia Pacific, who have made a commitment to partnering with communities to provide STEM experiences, demonstrate that place-based education provides an integrating context to accomplish STEM programs—challenging students to apply interdisciplinary thinking, work collaboratively for problem solving, and honing essential process skills such as data collection.

## **Sustainability Reporting – What’s Your Biodiversity Strategy?**

### *Technical Series*

- Tim Bent, Managing Partner, Big Wave Strategies LLC
- Jeff Gowdy, Managing Partner, Big Wave Strategies LLC

Sustainability reporting has emerged as a best practice for companies to disclose their environmental and social impacts. Meaningful data and reporting is a vital communication component for shareholder and employee relations. It is also a powerful incentive for employees to excel, and for companies to increase their conservation activities.

This executive-level discussion includes an expert review of the sustainability performance of Fortune 500 companies with leading examples of biodiversity reporting. This session will also address the goals, challenges and successes behind strategic sustainability reporting that result in the highest return on investment and how WHC Conservation Certification addresses the biodiversity needs of the ever-

expanding transparency requirements, enabling true performance evaluation.

## **The Nature of Business – Linking Habitat to Corporate Sustainability Plans**

### *Technical Series*

- Susan Kelsey, General Motors
- Kristen Leforce & Randall Westmoreland, DTE Energy
- Sita Daavettala, Summit Materials

Presented by leaders in corporate conservation, this session will offer perspectives on how a company may utilize WHC conservation programs to kick start a corporate sustainability program, or add to its overall CSR/sustainability strategy. Learn how companies can develop a specific strategy within their conservation programs to create metrics for their sustainability reporting, how to integrate wildlife habitat and environmental sustainability concepts into capital projects during the planning and design phases, and how corporate wildlife habitat programs not only provide community, ecological and financial benefit, but can increase employee engagement and a company's sustainability commitment.

### **Break:** 2:50 – 3:30 pm

*Sponsored by Rocky Mountain Elk Foundation*

### **General Session:** 3:30 pm – 5:00 pm

*Sponsored by Lafarge, Holcim and Aggregate Industries*

## **Stronger Outcomes, Greater Impacts – Aligning Local Projects with Large Scale Efforts**

- Dave Chanda, Director, New Jersey Division of Fish & Wildlife, and President of AFWA
- David Evans, Director, US EPA Office of Wetlands, Oceans & Watersheds
- Matthew Jeffery, Director for the Caribbean and Deputy Director (International Alliances Program), National Audubon Society
- Hilary Smith, Invasive Species Coordinator, Department of the Interior

Regional, national and international conservation plans that have been built on a sound scientific foundation and created with meaningful stakeholder input can provide the framework for local conservation efforts. When a project is aligned with an existing conservation plan or goal, it will be contributing into a larger scale effort and, as such, have greater impact. Panelists will explore these conservation plans and show how practitioners can access the plans and align with them in a meaningful way.

## THURSDAY, NOVEMBER 3, 2016

**Breakfast and General Session:** 7:00 am – 8:45 am

*Sponsored by Monsanto Company*

### Reimagining the Corporate Campus

- Claudia West, Landscape Designer and Author
- Naomi Edelson, Senior Director, Wildlife Partnerships, National Wildlife Federation
- Derek Fairclough, Senior Vice President, Environmental, Health and Safety, BASF Corporation

This General Session delves into the increasing practice of developing corporate workplaces with biodiversity at the forefront. As more companies seek to centralize employees and real estate costs, so has there been a renewed commitment to invest in corporate campuses. Much more than a place to park one's car, the corporate office landscape must also compete for business and talent – developing habitat and green spaces not only aids in conservation and corporate biodiversity goals, but maintains a more satisfied and productive workforce. With increased urbanization and habitat fragmentation, degradation and loss, corporate campuses in both urban and suburban settings have a much higher potential for biodiversity than is currently realized. We can transform the spaces we work in by changing our landscaping practices. *This General Session will be immediately followed by an in-depth workshop that will include principles of landscaping design and successful native planting.*

**Registration:** 8:00 am – 5:30 pm

**Exhibit Hall Open:** 8:00 am – 3:00 pm



**CONSERVATION  
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**Breakout Sessions:** 9:00 am - 10:15 am

## **Designing the New Corporate Campus – Landscaping Workshop**

### *Technical Series*

- Claudia West, Landscape Designer and Author
- Naomi Edelson, Senior Director, Wildlife Partnerships, National Wildlife Federation

This workshop immediately follows the General Session, Reimagining the Corporate Campus, which discusses the high potential for biodiversity on corporate campus landscapes. This in-depth workshop that will include principles of landscaping design and successful native planting. Noted author and designer Claudia West and Naomi Edelson of the National Wildlife Federation will offer tips on techniques on how to plant the most wildlife-supporting native plants.

## **Facing the Conservation Challenges of Our Time through Partnership, Philanthropy and Investment** *Technical Series*

Moderated by Amy Batson, Chief Fundraising Officer, Ducks Unlimited

- Matthew Winokur, Axalta
- G Dean McNaught Jr., Caterpillar Inc.
- Phil Precht, Coastal Wetlands Group

Amy Batson of Ducks Unlimited (DU) leads a discussion about the three working models for positive relationships between corporations and non-profit conservation organizations, with each realizing significant benefits to its missions, visions, partnerships, philanthropy, and investments. Each demonstrates the material benefits to the corporation and to DU. We would have one or more of the corporate partners share the stage with DU to offer a case study in benefits realized.

**Break:** 10:15 am - 10:45 am

**Breakout Sessions:** 10:45 am – 11:45 am

### **Collaborating for the SDGs** *Corporate Series*

Moderated by Margaret O’Gorman, President, Wildlife Habitat Council

- Gavin Cepelak, Vice President, Global Pro Bono. PYXERA Global
- Jennifer Molnar, Managing Director and Lead Scientist, Center for Sustainability Science
- Jennifer M. Gerholdt, Senior Director of the Environment Program, U.S. Chamber of Commerce Foundation Corporate Citizenship Center

When the Sustainable Development Goals (SDGs) were adopted in 2015, one of the biggest changes from the Millennium Development Goals was the acknowledgement that tri-sector partnerships were essential to meeting these goals and that no single entity could solve the problems alone. SDG 15 seeks the sustainable use of ecosystems and the reversal of land degradation. Actions towards this goal can also impact many of the other goals. Our panel of experts will explore the intersections between the SDGs and show how corporate volunteerism, systems approaches, and finance and investment can make a difference. It would also look at opportunities for socializing the SDGs across the various corporate functions.

### **Prioritizing Preservation on Private Lands with Land Conservation**

#### **Agreements** *Technical Series*

- Alejandro Espinosa, Conservation Manager, CEMEX
- Stephen Johnson, President, North American Land Trust

Land Conservation Agreements are one of the newest categories recognized as a project under Conservation Certification. The North American Land Trust, with extensive experience working with private companies that wish to make charitable donations of conservation easements on their property, will detail the steps involved in identifying a property, preparing baseline documentation, drafting and recording the easement, monitoring and stewardship, and planning long-term management. CEMEX’s Conservation Manager will share his company’s leadership in establishing the El Carmen Nature reserve. With over

140,000 hectares, this cross-border private conservation region between Mexico and the U.S. represents an extensive key biological corridor for wildlife migration and distribution and is home to more than 1,500 plant species, 289 avian species and 78 mammal species.

**Lunch and General Session:** 12:00 pm – 1:45 pm

### **The Cumulative Benefits of Voluntary Corporate Conservation - Results of a Certification Data Study**

- Dr. Alex Ireland, Scientific Associate, Environmental Sciences, ExxonMobil

Wildlife Habitat Council and member companies have worked in concert to implement hundreds of conservation programs on corporate lands for 28 years. Until now, comprehensive data and assessment of the cumulative conservation benefits of these WHC-certified programs have not been readily available. Earlier this year, ExxonMobil and WHC began a collaborative project aimed at synthesizing historical certification application data, generating summary statistics, and exploring the spatial relationships of certified programs with respect to other conservation efforts. This session will present the findings from a three-year analysis, highlighting the magnitude of the results achieved by all member companies, and laying the groundwork for future analyses and development of metrics for the cumulative benefits of voluntary corporate conservation.

**Breakout Sessions:** 1:50 pm – 2:50 pm

### **Corporate Quick-Fires: Conservation Updates for the Executive Corporate Series**

Four Quick-Fire speakers offer short presentations on relevant topics with time for Q/A:

- Sara Espinoza, Director of Research and Best Practices for National Environmental Education Foundation (NEEF), shares the data that shows how the private sector is “Creating a More Sustainable Company through Employee Engagement,” and the methods companies are using to measure the impact of their employee engagement initiatives.
- Douglas Wheeler, private law practitioner and member of the Boards of the Nicholas Institute for Environmental Policy Solutions at

Duke University, will provide an update on the ramifications on the de-listing of the Lesser Prairie Chicken, signaling the growing importance of private sector participation in species protection and recovery planning.

- Jennifer M. Gerholdt, Senior Director of the Environment Program, U.S. Chamber of Commerce Foundation Corporate Citizenship Center, will explore how biodiversity is now fitting into the circular economy, and shares a soon-to-be released tool from the Corporate Citizenship Center which will measure nature's impact on the closed loop model.

### **Roadtest a New Web-based Tool for Measuring Biodiversity** *Technical Series*

- Lawrence Bowdish, Research and Food Security Director, U.S. Chamber of Commerce Foundation's Corporate Citizenship Center

The concept of a "Circular Economy" has emerged as an alternative to the current linear "take-make-waste" economy. A Circular Economy is a restorative model that decouples economic growth from resource constraints, and emphasizes longevity, reuse, and recycling. In its ideal state, all biotic resources and energy are renewable and regenerative, all durable resources are endlessly cycled back into supply chains.

The U.S. Chamber of Commerce Foundation Corporate Citizenship Center (CCC), The Sustainability Consortium (TSC), and the Retail Industry Leaders Association are developing a web-based toolbox to help companies incorporate those principles. The toolbox will help companies develop specific programs and practices, including ones that concentrate on biodiversity, materiality, and closing the loop on consumer products, which are critical to capitalizing on the business value of the circular economy.

In this workshop, attendees will have the opportunity to investigate a beta version of the site, and discuss how their organizations get involved with the circular economy and what they need to make that involvement easier.

## Transforming Remediation Sites – Planning, Partnerships and Pollinators

### Technical Series

- Paul Botek, Principal for Ashland site, Geosyntec Consultants
- Candice Teichert, U.S. Environmental Protection Agency

Remediation projects can face multiple challenges including resources, cost and community acceptance. This session will address several of those challenges, and give real-world examples of strategies and tactics set forth. Candace Teichert of the EPA will discuss the development of pollinator habitat at EPA Superfund sites; Geosyntec Consultants' Paul Botek, will detail how Ashland used several habitat enhancements and Conservation Certification recognition as part of their commitment to environmental stewardship and support to the communities in which they operate.

**Breakout Sessions:** 3:00 pm – 4:15 pm

### Right-of-Ways Flyways: Creating Habitat on ROWs *Technical Series*

- Michael Neal, Director of Customer Solutions, ACRT
- Claudia Rocca, Licensing Manager PSE&G

Follow case studies to create sustainable plant communities and provide for the safe, reliable delivery of electricity and gas. Discover how PSE&G partnered with New Jersey's endangered and Non-Game Species Program and the NJ Audubon Society to develop an electric transmission line Right-of-Way (ROW) vegetation management strategy to help protect golden-wing warbler habitat. In addition, Michael Neal of ACRT will discuss IVM techniques and best management practices for controlling incompatible vegetation on electric and gas pipeline ROWs to create essential habitat for wildlife including pollinators such as bees, butterflies and humming birds.

**WHC Certification Photography Sessions:** 3:00 pm – 5:00 pm

**Networking Reception:** 5:30 pm – 6:30 pm

*Sponsored by Bacardi U.S.A., Inc.*

**Dinner and Awards Presentation:** 6:30 pm – 9:15 pm

*Sponsored by ExxonMobil*