

# Agenda

## Tuesday, November 10, 2015

**Registration:** 5:00 pm – 6:00 pm

## Wednesday, November 11, 2015

**Breakfast:** 7:00 am – 9:00 am

**Registration:** 8:00 am – 5:00 pm

**Exhibitor Setup:** 8:00 am – 11:00 am

**Exhibit Hall Open:** 11:00 am – 6:00 pm

**Speaker Practice Room Open:** 8:00 am – 2:00 pm

**Workshops:** 9:00 am - 10:15 am

### STEM Education Partnerships: The Critical Need to Secure New Generations of Innovators

Presenters:

- Monica Key, HR/Community Relations, Bridgestone Americas Tire Operations Aiken
- Gary Senn, Director, Ruth Patrick Science Education Center at the University of South Carolina Aiken

Education in the fields of science, technology, engineering and mathematics (STEM) is an important part of future advancements in science and technology, and securing global competitiveness and strong economies. But what is the best way for companies to create a successful and highly effective STEM program at the university level when they have the will and the finances, but not the expertise? Learn from the partners of the Bridgestone Environmental Education STEM Program – the Ruth Patrick Science Education Center at University of

South Carolina Aiken and Bridgestone Americas Tire Operations – who developed a mutually beneficial partnership to accommodate STEM learning for students. They will share their secrets on building and maintaining a partnership, evaluating successes and communicating those successes. Get real world advice on how to create STEM programs that are beneficial for companies, students and the future of STEM literacy.

### **Capturing Rain: Create a Rain Garden to Reduce Stormwater Runoff and Promote Native Species**

Presenter:

- Tonya Hunter, Landscape Ecologist, Environmental Consulting & Technology, Inc.

Self-contained rain gardens improve water quality, reduce runoff volumes through the infiltration of water, and provide valuable wildlife habitat. Join us in this session for a basic introduction to rain garden design – learn all about installation and maintenance, site selection, sizing, soil amendments, plant species selection and placement, post-construction management, and wildlife habitat opportunities. (Note: Green infrastructure projects will be recognized for certification under WHC Conservation Certification beginning January 2016)

### **Monitoring and Assessment: Learn the Basics for Your Best Program Yet**

Presenters:

- Rebecca Culler, Wildlife Habitat Council
- Colleen Beaty, Wildlife Habitat Council

Starting a new corporate conservation program? Ready to make your existing program better than ever? Monitoring and assessment are both key aspects of achieving WHC Conservation Certification. More importantly, they are crucial tools in your program's success, giving you the

information you need to learn what's working—and what isn't—so that you can make the changes you need to maximize your projects' impacts.

Join us for this morning workshop to learn the basics of project assessment and monitoring, or come hone the skills you already have. Learn how to quickly and easily assess your educational impacts using observations, discussion questions, and other simple methods for tracking (it's not all about complicated pre-/post-testing!). Then, learn the best monitoring techniques for documenting your conservation successes and guiding the next steps in your program. Let us teach you what you need to know to achieve a high-scoring Conservation Certification program in 2016 and beyond.

### **WHC Conservation Certification: The New Online Application Experience (Sessions A & B)**

By now, you've heard about WHC Conservation Certification, our new certification program and its 24/7 online application that is streamlined and will improve your project workflow management. At this year's Conservation Conference, we will preview the new product and its corporate, community and environmental benefits before its official launch in January 2016.

This workshop offers you the opportunity to be one of the first to explore the new website application and learn about the structure of WHC Conservation Certification. Our certification staff will guide you through the features of the website and offer case studies to demonstrate how your existing program could best get established in the new system.

*Please bring your own computer to this session. Space is limited.*

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

**Workshops:** 10:45 am - 12:00 pm

### Finding Inspiration in Your Habitat through Art and Storytelling

Presenters:

- Shrina Reavey, Lead Environmental Engineer, Pepco Holdings
- Stewart Seal, Arts Coordinator, Youth Services, Prince George's County

Are you struggling to find ways to effectively communicate your project and its successes to your communities, partners and even your employees? Taking advantage of all communications outlets available will not only strengthen your project, but also furthers employee and community engagement.

This engaging session will explore the power of storytelling to encourage, inspire and inform conservation work. You'll learn how to discover the unique art and story opportunities of your habitat and how to convey it in your communications, education and outreach programs. Learn how to inspire personal storytelling by creating wildlife-inspired art with children, as well as other distinctive experiences.

### Outdoor Learning Environments: Creating a New Generation of Conservationists

Presenter:

- Adam Beinenstock, Founder and Lead Designer, Beinenstock Natural Playgrounds

Join internationally recognized designer Adam Beinenstock as he details how one school's asphalt playground was transformed into a community-focused outdoor learning environment where conservation training and environmental stewards flourish. Learn how this model of collaboration was achieved by aligning the goals of teachers, school board members, students, parents, community members, corporate funders and the

conservation authority – and gain practical advice on how to create similar partnerships. Learn how the success of this specific project has developed standards adopted by several school boards, creating learning experiences in hundreds of schools and into the lives of thousands of new conservationists.

### **Growing a Pollinator Garden: Employee and Community Engagement in Conservation**

Presenters:

- Mary Byrne, Plant Ecologist, Pollinator Partnership
- Vicki Wojcik, Research Director, Pollinator Partnership

Do you have a pollinator garden, or are you thinking about planting one at your site? Join experts from the Pollinator Partnership to learn how planting locally-appropriate plants in corporate gardens and around industrial facilities can support community, employee engagement, and wildlife. During this workshop you'll find out how to create and monitor corridors for wildlife and take part in citizen science programs, and you'll be provided with tools to help you implement your own beneficial gardens. (Note: Managing for pollinators will be recognized in WHC Conservation Certification beginning January 2016.)

### **WHC Conservation Certification: The New Online Application Experience (Sessions C & D)**

By now, you've heard about WHC Conservation Certification, our new certification program and its 24/7 online application that is streamlined and will improve your project workflow management. At this year's Conservation Conference, we will preview the new product and its corporate, community and environmental benefits before its official launch in January 2016.

This workshop offers you the opportunity to be one of the first to explore the new website application and learn about the structure of WHC Conservation Certification. Our certification staff will guide you

through the features of the website and offer case studies to demonstrate how your existing program could best get established in the new system.

*Please bring your own computer to this session. Space is limited.*

## General Sessions

**Welcome & Introductions:** 1:30 pm – 1:40 pm

- Margaret O’Gorman, President, Wildlife Habitat Council
- Kevin Butt, General Manager & Chief Environmental Officer, Toyota North America Environmental, WHC Chairman of the Board

**General Session:** 1:45 pm – 2:45 pm

### **Doug Tallamy**

*Rebuilding Nature’s Relationships: Make your Landscapes Living Ecosystems*

Local plants and animals have evolved together in specialized relationships. These relationships determine the stability and complexity of local food webs that are essential to biodiversity. Join renowned entomologist Doug Tallamy, who will explore these specialized relationships and show why it is important to restore life to our gardens, at home and at work, and what we can do to make our landscapes living ecosystems again.

**Break:** 2:45 pm – 3:15 pm

**General Session:** 3:15 pm – 3:45 pm

### **Margaret O’Gorman**

*Introducing WHC’s Conservation Certification: Every Act of Conservation Matters*

For over 28 years, Wildlife Habitat Council has been committed to recognizing and promoting excellence in conservation actions on corporate lands. Now, as it launches its new Conservation Certification,

WHC reaffirms this commitment by establishing a new standard of corporate conservation – a radical redesign to embrace accessibility, enhance credibility and drive change.

Join WHC President, Margaret O’Gorman at the official launch of Conservation Certification, where she will explain how this new standard will be accessible to all types of operations, credible through alignments with global conservation and education priorities, and drive change by showing corporate land managers, sustainability officers and CSR professionals that conservation and education actions add value beyond biodiversity. Margaret will also discuss how the program was built to reflect contemporary conservation efforts and aligned with the future of biodiversity across the globe.

**Break:** 3:45 pm – 3:55 pm

**General Session:** 3:55 pm – 5:00 pm

### **Baba Brinkman**

#### *Party of Life*

*Presented by LafargeHolcim*

Ready for an ultra-unique, ‘hip-hop meets science’ musical experience? We’re celebrating the first full day of the Conservation Conference with Baba Brinkman, a poet, rap artist and award-winning playwright who embraces and incorporates science and nature in his work —and reminds us all of the important role we play in our environment. Baba has toured the world with his hip-hop plays and enjoyed successful runs at the Edinburgh Fringe Festival and off-Broadway in New York. He has also released ten original rap albums, including most recently *The Rap Guide to Wilderness* and *The Rap Guide to Medicine*. Baba’s singular performance style is powerfully evocative, humorous, imaginative and always thought-provoking – an event not to be missed!

## THURSDAY, NOVEMBER 12, 2015

**Pollinator Award Breakfast:** 8:00 am – 8:50 am

*Presented by Monsanto Company*

**Registration:** 8:00 am – 5:30 pm

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

**Speaker Practice Room Open:** 8:00 am – 2:00 pm

**Panel Sessions:** 9:00 am - 10:15 am

### Small Projects, Big Impact – The Seriously Significant Contribution of Small Sites

Presenters:

- Denise Walters, Senior Manager, Pfizer Consumer Healthcare
- Douglas McClure Wood, Ward Hollow Wildlife Habitat Team Member, The Dow Chemical Company West Virginia Operations

Smaller corporate landholdings typically have limited areas that are not dedicated to operations and are available for conservation activities. While this may seem to limit opportunities for habitat and biodiversity activities, these projects and initiatives can still deliver a significant conservation and community impact. A tailored approach specifically designed to meet the needs and opportunities of those small landholdings is the key to success. This panel will discuss the special needs of small sites related to creating habitat projects that serve as wildlife corridors, building a successful team, and developing targeted STEM education goals.



## Align Your Program with Local Ecology and Community Priorities

### Presenters:

- Sylvia Bates, Director of Standards and Educational Service, Land Trust Alliance
- Mary Klein, President & CEO, NatureServe
- Laura Napoli, Land Manager/Remediation Director, ExxonMobil
- Leslie Suazo, Coastal Restoration Coordinator, Ducks Unlimited
- Jon D. Vrana, Natural Resources Manager, USDA-Natural Resources Conservation Service

Are you maximizing the impact of your project by considering the local conservation goals? Creating a wildlife habitat, conservation education or biodiversity program that works within the framework of regional conservation priorities allows the program to better address the key conservation needs in your area, creates opportunities for connectivity between habitats and partners, and provides access to knowledgeable professionals. Conservation priorities can be set by local, regional, state or national environmental agencies, identifying focus areas for conservation such as species of concern and ways to address threats and protect habitat for specific species. This expert panel will help you learn how to maximize the impacts of your efforts by creating objectives that are relevant to the local ecology and the community.

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

**Panel Sessions:** 10:45 am - 12:00 pm

## Without Data, Did it Really Happen? Leveraging Data Collection and Use to Measure Conservation Impact

### Presenters:

- Alexander Brown, Manager, Vegetation Management, PECO - An Exelon Company

- Alex W. Ireland, Senior Environmental Scientist, ExxonMobil Biomedical Sciences, Inc.
- Jim Rushworth, Vice President, Environment & Public Affairs, LafargeHolcim

How well are you documenting your effort and impacts? The collection of data to measure, assess and report conservation impact is critical to organizations, not only for continuing biodiversity efforts, but for public relations and shareholder communications. Learn from industry leaders as they guide you through various case studies, including: how to collect high-quality, spatially-linked reference data; creating a digital workflow to make monitoring information richer and widely available within a company; methodologies to determine a net positive impact on biodiversity following rehabilitation activities on habitats and; leveraging data resources, policies and goals across an industry sector.

### **Bringing Remediation Sites to Life: Strategies for Habitat Restoration on Contaminated Lands**

Presenters:

- Marty Boote, Restoration Ecologist, Environmental Consulting & Technology, Inc.
- Bill Brammell, Lead Ecologist, Mosaic Company
- Keith Oswald, Director of Environment and Geosciences, V3 Companies
- Tom Slowinski, Vice President, Wetlands & Ecology, V3 Companies

Remediation projects can present numerous challenges for restoration professionals, and are usually subject to state and federal regulations. Yet, these sites also present unique opportunities to create wildlife habitat and restore beneficial uses for the local community. Join us as industry experts walk you through unique case studies highlighting innovative strategies for creating positive environmental and community impacts as they restore contaminated lands. You will learn about how the BBJ Group is restoring ecosystem services to a forested wetland contaminated by over 100 years

of industrial use, V3 Companies' strategies for restoring habitat for sensitive species like the black-crowned night heron on a highly degraded slag and dredge spoil, and innovative approaches with an emphasis on community engagement employed by Environmental Consulting & Technology Inc. and their partners Mosaic Fertilizer, LLC to create lasting landscapes during mine reclamation.

**Luncheon & Partner Awards Presentations:** 12:00 pm – 1:25 pm

*Presented by ExxonMobil*

**Panel Sessions:** 1:30 pm – 2:40 pm

### Methods and Techniques for Managing Species of Concern

Presenters:

- Joseph J. Apodaca, Assistant Professor, Conservation Biology, Warren Wilson College
- Martha Holzheuer, Landscape Ecologist, Midwest Ecology Program Director, Environmental Consulting & Technology, Inc.
- Ted Weber, Strategic Conservation Science Manager, The Conservation Fund

An ever-present priority for the conservation community is management for species of concern, which can include imperiled, listed, rare, and declining species. Teams working to address habitat restoration and management for a species of concern can employ a wide array of methods and techniques based on that species' unique biology. This panel will discuss examples of these methods and techniques, including the use of rights-of-way (ROWs) as wildlife corridors, mapping and surveillance techniques for bats that can be applied to species of concern, and criteria for selecting areas for conservation of herptofauna. Panelists will also discuss how these projects correlate to WHC Conservation Certification.

## Focus on Freshwater – Strategies and Tactics for Restoring Aquatic Habitats

### Presenters:

- Scott R. Ault, Senior VP Ecological Services Department Manager, Kleinschmidt Associates
- Nate Drag, Watershed Project Coordinator, Alliance for the Great Lakes
- Pete Israel, Facility Manager, BASF Corporation
- Andy Narezny, Environmental, Chemical & Safety Technician, Ontario Power Generation
- Sarah Neville, Stewardship Coordinator, Alliance for the Great Lakes

Restoration of freshwater habitats to improve water quality and restore the natural flow patterns is essential to ecosystems, ensuring that they provide valuable services such as habitat for plants and animals, production of fish and flood control. Learn how to support your freshwater habitat project through the latest ecological best practices and strategies. Panelists will discuss how to create long-term partnerships for conservation of species, reintroduction of freshwater species, and development of community-targeted and public relations programs to introduce new audiences to freshwater habitat issues. Data collection and program design methods will also be shared to show how you can create freshwater-focused habitat programs.

**Break:** 2:40 pm - 3:00 pm

**Panel Session:** 3:00 pm – 4:30 pm

## For the Birds – Strategies to Maximize Your Avian Management Program

### Presenters:

- Cristina Frank, Lead Environmental Scientist, Pepco Holdings, Inc.
- Mitch Hartley, Coordinator, Atlantic Coast Joint Venture, U.S. Fish & Wildlife Service

- Arvind Panjabi, International Program Director, Rocky Mountain Bird Observatory
- Duane Pool, Landscape Ecologist, Rocky Mountain Bird Observatory

An avian management program is one of the best ways to increase the diversity of wildlife species. But how can you take full advantage of the partnerships, tools and resources that can help you maximize avian conservation at your site? Our panel of experts will guide you through the management, habitat restoration and monitoring of grassland bird species, including protection of birds from power lines. You'll also learn how partnerships can make the greatest impact on shorebird conservation.

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

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

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

**Dinner and International Awards Presentation:** 6:30 pm – 9:00 pm