

# CONSERVATION CONFERENCE 2019

## Monday, November 18, 2019

5:00 pm – 6:00 pm	<b>Registration and Badge Pick Up</b>
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## Tuesday, November 19, 2019

7:00 am – 8:30 am	<b>Breakfast   Key 7-8</b>
7:00 am – 10:00 am	<b>Exhibitor Setup</b>
8:00 am – 5:00 pm	<b>Registration and Badge Pick Up</b>
10:00 am – 5:30 pm	<b>Exhibit Hall Open</b>
8:30 am – 11:15 am (Times for sessions in this block vary)	<p><b>Breakout Sessions:</b> 8:30 am - 9:45 am</p> <p><b>Back to Basics: Applying for Conservation Certification   Key 10 <i>Starter Series</i></b></p> <ul style="list-style-type: none"> <li>• Caitlin Banigan, Manager, Conservation Certification, Wildlife Habitat Council</li> <li>• Emily Voldstad, Director, Conservation Certification and Technology, Wildlife Habitat Council</li> </ul> <p>This session will cover the basics of WHC Conservation Certification, the website and application process. The WHC Certification team will explain what's involved in applying for certification (both initial applications and renewals), requirements for projects to qualify, and how to build an application using the WHC Conservation Certification website. Attendees will also have the opportunity to participate in an interactive activity to facilitate understanding about how conservation activities fit into the different project types. This session is suitable for both beginners and experienced applicants who want to streamline their projects and ensure they are getting credit for their hard work. We recommend you also attend the session: <b>Going for Gold: Tips for Strong Certification Applications.</b></p> <p>8:30 am - 9:45 am</p> <p><b>How Are Your Plants? Using Floristic Quality Assessment to Determine an Area's Ecological Integrity   Key 9 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Martha Holzheuer, ECT Inc.</li> <li>• Tonya Hunter, ECT Inc.</li> </ul> <p>Monitoring is an essential part of every habitat project, providing data that allows you to track your successes and make decisions about next steps. Several scientific methodologies exist to elevate vegetation monitoring data, including a Floristic Quality Assessment (FQA), a tool that assesses an area's ecological integrity based on its plant species composition. Learn how to use data from FQAs and other types of vegetation monitoring to empower on-the-ground actions and evaluate progress to achieve desired conservation outcomes.</p> <p>8:30 am – 11:15 am</p> <p><b>Project WILD Workshop: Engaging Communities through Wildlife Education   Key 11 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Marc LeFebre, Program Manager, Project WILD</li> <li>• Elena Takaki-Moschell, Director, Project WILD, Association of Fish and Wildlife Agencies</li> </ul> <p>Get trained in Project WILD, a hands-on curriculum for grades K-12 that emphasizes awareness, appreciation and understanding of wildlife and natural resources. Designed for learning in both formal (school) and informal (outdoor) classroom settings, Project WILD is one of the largest wildlife</p>

# CONSERVATION CONFERENCE 2019

	<p>education programs in the world, having reached more than 100 million youth. In this session, engage in hands-on activities from each of the four curriculum guides: Project WILD, Aquatic WILD, Flying WILD, and Growing Up WILD, and walk away with six complete, ready-to-teach activities.</p> <p>10:00 am – 11:15 am  <b>Going for Gold: How to Strengthen Certification Applications   Key 10 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Caitlin Banigan, Manager, Conservation Certification, Wildlife Habitat Council</li> <li>• Emily Voldstad, Director, Conservation Certification and Technology, Wildlife Habitat Council</li> </ul> <p>WHC Conservation Certification encourages and empowers continual improvement of conservation programs. In this session, the WHC Certification team will explain certification scoring, tiers and awards models, and will present some of the key areas that can strengthen certification applications to improve scores and best capture the on-the-ground conservation activities. Attendees will also have the opportunity to participate in an interactive activity that will demonstrate strong monitoring and documentation. This session is design for applicants at any stage of an application who want to improve their programs. <i>We recommend you also attend the session: <b>Back to Basics: Applying for Conservation Certification.</b></i></p> <p>10:00 am – 11:15 am  <b>The Plight of Pollinators – How Partnership Actions Can Help Slow the Decline   Key 9 <i>Starter Series</i></b></p> <ul style="list-style-type: none"> <li>• Laurie Davies-Adams, President and CEO, Pollinator Partnership</li> <li>• Iris Caldwell, Program Manager, Sustainable Landscapes, Energy Resources Center, University of Illinois at Chicago</li> <li>• Dan Salas, Senior Project Ecologist, Cardno</li> </ul> <p>With pollinator species and habitats in decline, there is a worldwide focus on their conservation. This session provides an update on pollinator conservation efforts around the world, detailing the continued deterioration of numerous important pollinator species and the potential devastating impact on biodiversity. Learn how partnerships can make tackling pollinator conservation issues easier and more effective, while meeting business goals in sustainability reporting and storytelling. Also discussed will be the new CCAA (Candidate Conservation Agreement with Assurances), which promotes voluntary conservation for monarch butterflies on energy and transportation lands.</p>
<p>12:00 pm – 1:15 pm</p>	<p><b>Lunch and General Session: State of Corporate Conservation   Key 1-6</b>  <i>Sponsored by Bayer</i></p> <ul style="list-style-type: none"> <li>• Margaret O’Gorman, President, Wildlife Habitat Council</li> </ul> <p><b>Followed immediately by a book signing of Margaret’s new book, <i>Strategic Corporate Conservation Planning</i>   East Foyer Across from the App Help Desk</b></p>
<p>2:00 pm – 3:00 pm  (Both sessions in this block occur at the same time)</p>	<p><b>Breakout Sessions:</b>  <b>Climate Change and Biodiversity: The Time to Act is Now   Key 9 <i>Corporate Series</i></b></p> <ul style="list-style-type: none"> <li>• Daniel Herms, Vice President for Research and Development, The Davey Tree Expert Company</li> <li>• Ron Sutherland, Ph.D., Chief Scientist, Wildlands Network</li> </ul> <p>The conversation around climate change has become more and more urgent as we look to communicate the impacts and act on solutions. We know that conserving and sustainably managing biodiversity is critical to addressing climate change, but what can we specifically do? Can land</p>

# CONSERVATION CONFERENCE 2019

	<p>management on corporate lands make a difference? In this session, we examine how WHC member companies can take the lead to mitigate or adapt to the climate change impact on trees, insects and birds with on-the-ground actions. We'll also discuss strategies on how to best communicate climate change adaptation efforts and outcomes.</p> <p><b>Diversity and Inclusion in Conservation   Key 12 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Robert Harris, Program Manager, National Audubon Society</li> <li>• Lori Neufeld, Land Use and Biodiversity Lead, Imperial Oil</li> </ul> <p>Biodiversity and climate change issues affect all people regardless of race, income, class, gender, age, disability, sexual orientation or religion. But traditionally, the conservation movement in the U.S. and Canada has attracted wealthy, white Americans. This limitation reduces the reach and impact of conservation to constituencies that care deeply about the environment and could have a profound effect on its future. In this session, we will explore how mainstreaming conservation to become more inclusive can have positive business, biodiversity and community outcomes. Learn how to better understand cultural challenges and differing worldviews to build long-lasting partnerships, including a look at how a collaboration between Indigenous communities, government and industry led to a historic agreement to protect Canada's northern boreal forest.</p>
3:00 pm – 3:30 pm	<b>Networking Break   Exhibit Hall</b>
3:30 pm – 5:00 pm	<p><b>General Session   Key 1-6</b></p> <ul style="list-style-type: none"> <li>• <i>Keynote Speaker:</i> Chris Morgan, Ecologist, Conservationist, Adventurer, Author and TV Host</li> </ul> <p>Dive into life among bears and other big carnivores with award-winning ecologist, TV host (PBS, National Geographic), film producer, podcaster and conservationist Chris Morgan. Chris has dedicated his life to understanding wild places through big, wild animals, and bringing their stories to inspire and entertain millions of people on screens, and in person. His approach to a fresh kind of conservation is based on ecology – and our connection to all living things from ants to elephants. He's spent thousands of days among the giant brown bears of coastal Alaska – a place that quickly reminds humans of their wild roots, and the things each of us and society can learn from nature. His stories, stunning photographs and beautiful film clips will leave you inspired, moved, wildly entertained and hopeful about the great things we can all do together for people and planet. This is much more than just a bear show!</p>

## Wednesday, November 20, 2019

7:00 am – 5:30 pm	<b>Registration and Badge Pick Up</b>
7:30 am – 9:00 am	<p><b>Breakfast and General Session   Key 1-6</b></p> <ul style="list-style-type: none"> <li>• <i>Keynote Speaker:</i> Richard R. Arnold II, NASA Astronaut and Educator</li> </ul>
8:00 am – 3:00 pm	<b>Exhibit Hall Open</b>
9:15 am – 10:30 am (Both sessions in this block occur at the same time)	<p><b>Breakout Sessions:</b></p> <p><b>Learning for All Ages: Providing Accessible Education in Nature   Key 12 <i>Starter Series</i></b></p> <ul style="list-style-type: none"> <li>• Tamra Baxter, Environmental Scientist, Freeport-McMoRan</li> <li>• Vanessa Brewer, Environmental Scientist, Freeport-McMoRan</li> <li>• Karen Kish, Project Assistant, Jacobs</li> <li>• Olya Phillips, Citizen Science Coordinator, Tucson Audubon Society</li> <li>• Richard Raid, Professor of Plant Pathology, University of Florida</li> <li>• Julia Rowe, Ecologist, Arizona-Sonora Desert Museum</li> </ul>

# CONSERVATION CONFERENCE 2019

	<p>Education as part of a corporate conservation program allows companies to share their knowledge of conservation topics, encourages community members to participate in local, regional and national conservation initiatives, helps build relationships, and offers access to greenspace. Corporate habitats of all types and sizes can be used as a vehicle for teaching; from bird watching events for seniors to tree planting days for elementary school students, there are many ways to engage all learners of all ages. In this session, learn how WHC members built successful community outreach and education projects by making conservation education accessible to a variety of audiences.</p> <p><b>Sustainability Reporting: Leverage Your Conservation Efforts   Key 9 <i>Corporate Series</i></b></p> <ul style="list-style-type: none"> <li>• Michelle Fitzpatrick, PhD, Global Sustainability Leader, The Chemours Company</li> <li>• Kim Long, Environmental Performance Improvement Manager, Exelon</li> <li>• Matt Silveira, Sustainability &amp; Public Affairs Manager, CEMEX</li> </ul> <p><i>Moderator:</i> Sita Daavettila, Sustainability Manager, Summit Materials</p> <p>Sustainability reporting is an important tool for companies to promote corporate responsibility and to display transparency to shareholders, stakeholders, employees and the general public. But what's the best way to report your initiatives? In this session, learn about key conservation metrics and how they can be leveraged for sustainability reports and connect to the Global Reporting Initiative and the Sustainable Development Goals.</p>
<p>10:45 am – 11:45 am (Both sessions in this block occur at the same time)</p>	<p><b>Breakout Sessions:</b></p> <p><b>Off-the-Shelf STEM: Accessing and Using Ready-Made Lessons and Curricula   Key 12 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Emily Benjamin, Community Development Specialist, Climax Molybdenum</li> <li>• Jansen Heckenberg, Teacher, Central Lee Middle School</li> <li>• Michelle Holyfield, Team Leader, Responsible Care – Compliance, Eastman</li> <li>• Rachel Lang, Program Coordinator, Project Learning Tree</li> <li>• Leah Sunna, Environmental Scientist, Freeport-McMoRan</li> </ul> <p><i>Moderator:</i> John Etgen, COO and Senior Vice President, Project WET</p> <p>Ready to add a STEM learning project on your site? Enhance the lessons you already offer? The good news is there are a multitude of out-of-the-box lesson plans and curricula for all ages readily accessible to you. With just a little bit of research, find lessons that correlate with your site's conservation goals and habitat. We'll show you how to access and use several free tools for outdoor learning. We'll also discuss how to build relationships with local schools to further enhance the learning activities on your site.</p> <p><b>Transforming Remediation Sites Into Conservation Assets   Key 9 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Mark Laska, Founder and President, Great Ecology</li> <li>• Michael Linton, Vice President, Properties and Land Development, Vulcan Materials Company-Western Division</li> <li>• Steve Szura, Environmental Specialist, FCA</li> <li>• Andrew Whitsitt, EHS Manager, FCA</li> </ul> <p><i>Moderator:</i> Monty Lovejoy, Principal and Director of Industrial Key Accounts, Ramboll</p> <p>Environmental remediation approaches are moving beyond simply meeting regulatory requirements. Increasingly, companies are utilizing their remediation sites to create wildlife habitat, support local conservation priorities, and build green spaces for the community. In this session hear how several WHC corporate members used conservation-based approaches to site restoration that</p>

# CONSERVATION CONFERENCE 2019

	<p>focused on more than returning sites to their former states, but transformed liabilities into ecological, community and corporate assets.</p>
<p>12:00 pm – 1:45 pm</p>	<p><b>Lunch and General Session   Key 1-6</b> <i>Sponsored by ITC Holdings</i></p> <p><b>Success is Possible: Smithsonian Earth Optimism Panel</b></p> <ul style="list-style-type: none"> <li>• Dr. Robert Adams, Owner, C&amp;W Energy Solutions LLC</li> <li>• Bruno Vildoso Giesecke, Senior Environmental Programs Representative, Hunt LNG Operating Company, Peru (Invited)</li> <li>• Dr. Tremaine Gregory, Research Scientist, Smithsonian Conservation Biology Institute</li> </ul> <p><i>Moderator:</i> Jessica L. Deichmann, PhD, Research Scientist, Smithsonian Conservation Biology Institute</p> <p>The Earth Optimism movement is changing the conservation conversation from doom and gloom to optimism and opportunity. Started in 2017, by Smithsonian Institution and partners, Earth Optimism demonstrates that sharing stories of what’s working in conservation creates momentum for replication and action. Partnerships between corporations and conservation organizations showcase the importance of different sectors coming together to develop science-based solutions to reduce impacts on the environment. This panel session will explore examples of how applied ecological science has been used to develop solutions to biodiversity related challenges encountered by companies at different stages of operations. These topics include the unintended consequences of marine infrastructure development, the use of technology to monitor biodiversity, and seemingly small operations adjustments that can make a big difference in reducing infrastructure impacts.</p>
<p>1:50 pm – 2:50 pm (Both sessions in this block occur at the same time)</p>	<p><b>Dive-In to Aquatic Species Projects: Tactics to Get Started   Key 9 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Teal Richards-Dimitrie, Herpetologist, EnviroScience, Inc.</li> <li>• Ron Heun, Senior Environmental Specialist, Exelon Generation</li> <li>• Michael Liptak, Senior Scientist, EnviroScience Inc.</li> </ul> <p>Do you currently have a wetland or marine intertidal habitat and are looking to add a new project? Looking for ways to enhance your existing conservation program? Hear from WHC members on how they developed and managed successful aquatic species projects including the development of habitat enhancement activities for reptile and amphibian species already on-site, and creation of artificial oyster reefs in the Chesapeake Bay. You’ll also learn about funding opportunities through the Five Star and Urban Waters Restoration Program, which provides challenge grants, technical support and opportunities for information exchange to enable community-based restoration projects.</p> <p><b>Saving Birds: Innovative Strategies and Solutions to Protect Species of Concern   Key 12 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Yoko Miyaoka, Analyst, Ricoh USA</li> <li>• Chuck Priestley, Principal, STRIX Ecological Consulting for Lafarge Canada</li> </ul> <p><i>Moderator:</i> Marc LeFebre, Program Manager, Project WILD</p> <p>Avian-related projects are one of the most popular activities to include in a conservation program. Often these projects are focused on conserving bird species and their habitats. In this session, hear from WHC members in the U.S. and Canada on how they applied innovative thinking and collaborative problem solving to develop successful recovery efforts for avian species of concern, including how one company challenged employees to develop solutions for bird-strike prevention</p>

# CONSERVATION CONFERENCE 2019

	using their own products, and how another enhanced habitat for the American kestrel through a systematic process spearheaded by employee volunteers.
3:00 pm – 4:00 pm	<p><b>Breakout Session:</b>  <b>How's Your Tech? Enhance Data Collection with the Latest and Greatest Equipment and Apps   Key 9 <i>Technical Series</i></b></p> <ul style="list-style-type: none"> <li>• Ben Faulkner, Consultant for Glenn Springs Holdings Inc.</li> <li>• Gene Huntington, Lead Consultant, Steward Green</li> </ul> <p>If you aren't using technology for data collection as part of your project management, then you could be wasting valuable time, resources and money. Learn how everything from the latest in high-tech equipment to free smartphone apps can enhance your monitoring techniques which can have a positive impact on your biodiversity goals. In this session, we'll take a look at how to utilize drones in invasive species mapping and reporting, and what free and paid smartphone apps will best fit with your needs.</p>
3:00 pm – 5:00 pm	<b>WHC Certification Photography Sessions</b>
5:30 pm – 6:30 pm	<p><b>Networking Reception</b>  <i>Sponsored by Bacardi</i></p>
6:30 pm – 9:30 pm	<p><b>Dinner and Awards Presentation</b>  <i>Sponsored by ExxonMobil</i></p>

*Times, subjects and speakers are subject to change.*