



## Conference Agenda Day 1 Tuesday Nov. 9th 1:30PM - 5:00PM

### 1:30 - Welcome and Opening Plenary (Main Stage)

DRWI Partners & Olivia Glenn (NJ DEP)

### 2:30 - Workshop Session 1 (1 Hour)

- **Angling Access and Opportunities**

Marsha Benovengo (Chair, New Jersey State Council of Trout Unlimited), Kelly Elizabeth Buchta (East Jersey Trout Unlimited) & Keith Fritschie (Trout Unlimited)

*Come to this workshop to hear about local fishing opportunities in northwestern New Jersey and the steps that are being taken to recognize and foster diversity within the angling community. Clean water helps to provide outdoor recreational opportunities while also providing economic benefits to the regional economy. In this discussion, you will discover northwestern New Jersey's best rivers for fishing and the access points that will get you into the stream.*

- **Beyond Awareness: Sparking Behaviour Change with Social Science**

Jennifer Tabanico (Action Research)

*Public and private organizations are often tasked with implementing programs and outreach campaigns to promote environmentally responsible behaviors. Without exception, the success of these programs hinges on community participation. Achieving change in a designated outcome (e.g., enhanced water quality) requires behavior change on the part of individuals. Typically, outreach campaigns aim to promote behavior change by raising awareness and educating the community about the program and the problem it addresses. This presentation will provide an overview of the steps of community-based social marketing along with illustrative case studies demonstrating its efficacy at fostering behavior change.*

- **USDA-NRCS Conservation Assistance Opportunities for Landowners & Municipalities**

Evan Madlinger (Acting State Resource Conservationist at NRCS)

*This presentation will cover available technical and financial assistance opportunities offered through the USDA Natural Resources Conservation Service. Conservation assistance*

*programs help landowners achieve conservation benefits on their land, such as improving forest and grassland health, improving wildlife habitat, reducing erosion, and improving water quality. A focus on how landowners and municipalities can take advantage of available NRCS programs such as the Environmental Quality Incentives Program (EQIP) will be discussed. The presentation will include details on the different conservation practices and how landowners and municipalities can sign-up for and benefit from these NRCS funding opportunities. Example projects will be shown.*

- **Open Space Planning, Funding & Benefits**

Barbara Heskins-Davis (The Land Conservancy of New Jersey) & Kevin O’Leary (Deputy Mayor Township of Lafayette)

*What is an Open Space and Recreation Plan and what can it do for your community? In an age of ever-increasing threats from public/private utilities, warehouse developments, and multi-unit housing, an Open Space and Recreation Plan can play a critical role in balancing land uses. The plans are the doorway into leveraging limited local funding to acquire, develop and maintain public lands for recreation and natural resource protection. Join us as we describe what is involved in completing an open space plan and what local recreation and economic benefits can be realized by completing this for your community.*

### **3:30 - Visit Virtual Expo & Networking**

### **3:45 - Workshop Session 2 (1 Hour)**

- **Great Waters Great Waters NJ: Local Actions to Maintain Recreational Water Uses**

Jane Heeckt (Musconetcong Watershed Association) and Adele Starrs (Mayor of Knowlton)

*The New Jersey Highlands region is a paradise for those who live and recreate here. Boasting nearly a million acres of unspoiled forest and some of the cleanest and most beautiful waterways in the Mid-Atlantic, the Highlands have attracted generations of nature-loving families. While much has been done to preserve and protect this landscape, there are gaps in water quality protections and local zoning that leave important places and uses, like drinking water, vulnerable to poorly planned development. Learn how much of this advocacy starts at the municipal level before it can build support in Trenton. In this workshop our presenters will cover each of the named “Great Waters” and what local decision makers can do to protect clean water.*

- **Protecting Lake Champlain Water Quality: Utilizing Green Infrastructure and Education to Support the Lake and the Economy**

Linda Patterson (Lake Champlain Sea Grant - University of Vermont)

*Lake Champlain stretches for one hundred twenty miles between Vermont, New York and Canada. Known for its natural beauty, recreational opportunities, and abundant aquatic life, Lake Champlain also plays an important role in the Vermont economy. The water quality of the lake has deteriorated over time, affecting its related benefits and features. Harmful algal blooms are a significant factor. This workshop will include a brief introduction to harmful algal blooms in Lake Champlain. The presenter will explore the relationship between impaired water quality and Vermont property values, tourism, and employment. Participants will learn how Vermont utilizes green stormwater infrastructure to improve and protect Lake Champlain and other Vermont waters. The presenter will offer a sampling of state, regional and local water quality programs with a particular focus on educational outreach for homeowners, schools, real estate professionals, contractors, and municipalities.*

- **Social Media, Community, and the Economy**

Hillary Mohaupt (NJ League of Conservation Voters) & Elsa Todd (PEACE NJ)

*From barely online to very online: How the Hispanic community impacted the economy and the environment through social media during the pandemic*

*Did you know that 98% of Latinos use a smartphone? And that social media use was up 70% during COVID-19? How will the changing demographics of New Jersey affect your outreach? Come hear from two social media & outreach experts about how to use communication tools to reach one of New Jersey's fastest growing groups: the Hispanic and Latino community.*

**The Virtual Expo & Networking will remain open from the conference opening through to its close at 1PM November 10<sup>th</sup>**