



INVITATION SOUTHEAST PA REGION - WATERSHED WORKSHOP

**Wednesday, March 25, 2020
8:30 AM to 3:30 PM**

**Rushton Conservation Center at the
Willistown Conservation Trust
925 Providence Rd, Newtown Square, PA 19073**

Please join the Pennsylvania Organization for Watersheds and Rivers (POWR) and the Pennsylvania Environmental Council (PEC) for a gathering of watershed group leaders to share resource information, learn techniques to help build capacity, and network with other groups in the Southeast Pennsylvania region. Building on the success of the 2018 workshops and the 2019 statewide conference, POWR and PEC are convening meetings across the state to identify needs and provide organizational capacity and technical resource tools. Invited guests include staff from ALLARM, PA DCNR, County Conservation Districts, and regional and local environmental organizations with watershed-focused programs and resources.

Who Should Attend? Watershed and environmental organization staff, board members, volunteers, and interested citizens.

[Registration Link](#)

COST: The Workshop is \$15.00 and includes lunch. For more information and to register, please use link above.

AGENDA – PLEASE SEE NEXT PAGE FOR OUR AGENDA

Southeast - Regional Watershed Workshop
Wednesday, March 25, 2020
Rushton Conservation Center at the Willistown Conservation Trust
Agenda

8:30 – 9:00 Registration, Coffee and Networking

9:00 – 10:00 Welcome from POWR and host (Lauren McGrath, WC Trust) and CWO Round Robin: Achievements and Challenges

Share your organization's projects, program, and challenges with the group. Facilitated by Tali MacArthur, Pennsylvania Organization of Watersheds and Rivers and Susan Myerov, PEC

10:00 – 11:00 Volunteer Management Best Practices, Julie Vastine, Alliance for Aquatic Resource Monitoring

11:00 – 11:15: Networking Break

11:15 – 11:45: Getting Your Story Out: How to Attract Media Coverage for Your Events"

Leza Raffel, President, The Communication Solutions Group, Inc.

11:45 – 12:15 Advocacy vs. Lobbying- what's the difference and why should my organization advocate?

Brenna Goggin, River Network

12:15 – 1:00 Networking Lunch

1:00 – 2:20 Funding, Resources, Partnership, and Technical "Shorties"

- Who and what is your local Community Foundation: Heidi Williamson, Vice President for Programs and Initiatives, Berks County Community Foundation and Stephanie Stevens, Community Engagement Officer, Chester County Community Foundation (20 min)
- E&S Program/Active Construction Permits and the Role of the Concerned Citizen: Shana Stephens and Gordon Roscovich, Chester County Conservation District and Linda Mackey, Department of Environmental Protection, Southeast Regional Office (20 min)
- Working with Your Municipality: Sandra Yerger, Heritage Conservancy (30 min)

2:30 – 3:00: Penn's Parks for All Survey and Lessons Learned: Paul Zeph, DCNR Bureau of State Parks

3: 00 – 3:30: New POWR Programs and Projects

Presented by: PEC/POWR staff

3:30 – 4:00 Optional: One-on-One Organizational Development Mentoring/Assistance with Brenna Goggin

Thank you to the  **WILLISTOWN CONSERVATION TRUST** for hosting our workshop.

SAVE THE DATE! STATEWIDE CONFERENCE FOR WATERSHED ORGANIZATIONS:
Feb. 21-22, 2021