



**Carpe Diem West – Healthy Headwaters Program**

Leadership Convening

November 30, 2012

Ecotrust, Portland

**Meeting Summary**

**Participants** – See attached sheet

**Framing the Context: The New Ecosystem Restoration Meme in the American West --**

Belinda Griswold, Resource Media

Recent communications research showing a growing public awareness of the economic benefits of preserving and restoring key ecosystems.

- Term “Ecosystem Services” does not have traction - little meaning, too abstract
- Broad support for calculating benefits of nature - people understand there are many benefits, clean air, water etc
- Purely economic messages are less persuasive
- Science, finance, conservation language - confusing
- Don't oversell on economic benefits of restoration, don't create unrealistic expectations - people, water, jobs
- Do tell the success stories

**The McKenzie River Collaborative: How a Northwest Municipal Utility Made the Decision to Invest in its Watershed --** Moderator, Karl Morgenstern, Eugene Water and Electric Board

- Rowan Schmidt, Earth Economics
- Bobby Cochran, Willamette Partnership
- Sue Lurie, Institute for Natural Resources, Oregon State University
- Dr. Cassandra Mosely, Institute for A Sustainable Environment, University of Oregon

See <http://carpediemwest.org/HHPortland> for presentations.

**Healthy Headwaters in Practice: Great Projects and the Policies to Bring them to Scale –**

Moderator, Mike Anderson, The Wilderness Society

- David Pilz, The Freshwater Trust
- Janet Senior, Sandy River Basin Partnership
- Sarah Vickerman, Defenders of Wildlife
- Brent Davies, EcoTrust
- Ann Zimmerman, US Forest Service

See <http://carpediemwest.org/HHPortland> for presentations.

**Healthy Headwaters Initiatives in the Current Political Landscape** – Moderator, Cynthia Koehler, Carpe Diem West

- Tracy Stone-Manning, Office of Sen. Jon Tester
- Dan Whelan, Office of Sen. Jeff Merkley
- Hillary Barbour, Office of Rep. Earl Blumenauer
- Martha Davis, CA Watershed Committee/Delta Stewardship Council

#### *Panel Highlights*

- Involve local constituents, make the discussion relevant to the state
- Bring solutions, not just problems
- Be frank, be honest, be right
- Focus on the jobs connection

#### **Wrap-up/Next Steps**

- Scott Miller, Resource Media
- Kimery Wiltshire, Carpe Diem West

#### *Major Ideas*

- Wash. DC trip in February
  - Priority watershed condition framework areas
  - Connect with appropriate funding
  - Elevate policy synergies, develop more granular set of policy “asks”
  - USDA rural waste water
  - Green infrastructure
- Watershed Investment Network
  - Team to reconvene, develop strategy in early 2013
  - In depth watershed valuation meeting
- Briefing for Tribes
- Flagship Communities
  - Case Statement Problem & Solutions
  - Here’s what world looks like if we fix this
  - Showcase examples of success
  - Have initial message frame
- Grow the Partnership with USFS & Utilities
  - Opportunities
  - Nexus with water
- National Climate Assessment – determine the HH connection

11/30/12

Carpe Diem West  
Healthy Headwaters Leadership Convening  
Participant List

First Name	Last Name	Title	Company
Mike	Anderson	Senior Resources Analyst	The Wilderness Society
Hillary	Barbour	Field Representative	Office of Congressman Earl Blumenauer
Sarah	Bates	Senior Fellow, Center for Natural Resources and Environmental Policy	University of Montana
Lauren	Campbell	Research Fellow	US Forest Service
Kim	Carr	Sustainable Initiatives Coordinator	Sierra Nevada Conservancy
Bobby	Cochran	Executive Director	Williamette Partnership
Jad	Daley	Director, Climate Conservation Program	Trust for Public Land
Brent	Davies	Director of Forestry	EcoTrust
Martha	Davis	Executive Manager Policy Development	Inland Empire Utilities Agency
Peter	Dykstra	NW Regional Director	The Wilderness Society
Charlie	Ester	Manager of Water Resource Operations	Salt River Project
Josh	Foster	Program Manager	US Department of the Interior
Bruce	Goines	Region 5 Ecosystem Services	US Forest Service
Belinda	Griswold	Program Director	Resource Media
Sterling	Grogan	Senior Consultant	Carpe Diem West
Cathy	Kellon	Director of Water and Watersheds	EcoTrust
Karen	Knudsen	Executive Director	Clark Fork Coalition
Cynthia	Koehler	Director of Programs	Carpe Diem West
Marc	Kramer	Senior Climate Change Scientist	US Forest Service
Sue	Lurie	Faculty Research Associate	Oregon State University
Dale	Lyons	Water Resource Coordinator	City of Santa Fe
Erika	Mahoney	Program Associate	Sonoran Institute
Steve	Malloch	Senior Water Program Manager	National Wildlife Federation
Todd	Manley	Director of Government Relations	Northern California Water Association
Nelson	Mathews	Western Program Director	Trust for Public Land
Mike	McHugh	Environmental Permitting Coordinator	Aurora Water
Scott	Miller	President	Resource Media
Mary	Mitsos	Vice President	National Forest Foundation
Karl	Morgenstern	Drinking Water Source Protection Coordinator	Eugene Water & Electric Board
Cassandra	Moseley	Director	University of Oregon
David	Pilz	Senior Flow Restoration Manager	The Freshwater Trust
Bruce	Roll	Director Watershed Management	Clean Water Services
Rowan	Schmidt	Research Analyst	Earth Economics
Janet	Senior	Sustainability and Strategic Planning Mgr	Portland Water Bureau
John	Shepard	Senior Advisor	Sonoran Institute
John	Shurts	General Counsel	Northwest Power and Conservation Council
Randi	Spivak	Vice President Government Affairs	Geos Institute
Brian	Staab	Regional Hydrologist	US Forest Service
Tracy	Stone-Manning	Regional Director	Office of United States Senator Jon Tester
Kristiana	Teige	Program Manager	Carpe Diem West
Sara	Vickerman	Senior Director, Biodiversity Partnerships	Defenders of Wildlife
Dan	Whelan	Field Representative / Natural Resources Specialist	Office of United States Senator Jeff Merkley
Steve	Whitney	Program Officer	Bullitt Foundation
Kimery	Wiltshire	CEO & Director	Carpe Diem West
Rebecca	Wolfe	National Forest Committee	Sierra Club
Anne	Zimmermann	Director, National Forest System, Wildlife, Fish & Rare Plants	US Forest Service