

Wednesday
August 31
2005



TODAY'S NEWS
**COOPERATIVE
CONSERVATION**

SAINT LOUIS · AUGUST 29, 30, & 31, 2005

*Strengthening shared
governance and
citizen stewardship.*

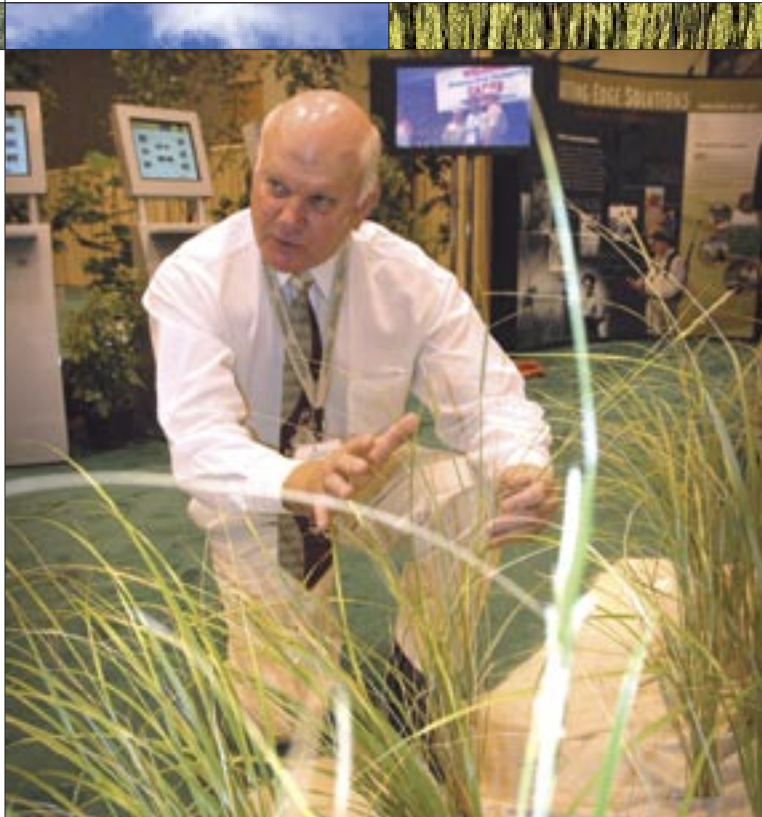
Hurricane Katrina Shows Stewardship Protects Resources

Hurricane Katrina devastated Louisiana with widespread flooding that extended across coastal Mississippi and Alabama. It also hit one of the nation's major commercial ports in New Orleans, impacting marine navigation and offshore oil shipping.

Without cooperative conservation, the impact to vital commercial resources would have been even worse. "That port is protected by the marsh and plant material," said Natural Resources Conservation Service State Conservationist Donald Gohmert.

"Nearly one-third of the nation's energy supplies come from the Gulf of Mexico region, and grain and other commercial goods significant to both the U.S. and world economy pass through these Gulf ports," states Administrator Conrad Lautenbacher of the National Oceanic and Atmospheric Administration.

"Barrier islands and marsh areas are the first line of defense against severe storms coming out of the Gulf," adds Gohmert. "It is similar to wind breaks in other areas. The tornado takes out the trees, but what is behind the barrier has been protected."



USDA's Donald Gohmert explains how coastal habitats are rebuilt.

Estuaries, marshes, and wetlands buffer storm surge and flooding. "Scientists estimate that for every mile of vegetated marsh, we can dissipate at least one foot of storm surge," according to Gohmert. "For a category 5 hurricane, that sounds like 'so what,' but for many tropical storms that is significant."

This is why Gohmert and others at the White House Conference on Cooperative Conservation believe that rebuilding the Gulf Coast is vital to the nation's economic well-being. "If the wetlands go, the Louisiana economy goes with it," says Bess Gillelan, who directs the American Heri-

tage River Initiative. "There is a direct connection to the navigation inside the Mississippi River, infrastructure for oil and gas industries, seafood production, agriculture and tourism."

Gohmert says that the key to environmental protection is collaborating with private landowners. "Seventy-five percent of the Louisiana marsh is privately owned," he states. "It is in their best interest to protect it."

The amount of devastation is yet to be seen, but experts agree restoring the region will take years. Gohmert is undeterred. "We have the science, experience and collaborative partnerships that have developed over the last 10 to 20 years, and we have the programs in place." ■

SCHEDULE

8:30 A.M. - PLENARY SESSION
Level One, Ferrara Theater

*Showcase Multimedia Presentation -
"Voices and Viewpoints"*

*Presenters - Ward Burton, Ward
Burton Wildlife Foundation; Kim
Sams, Disney Wildlife Conservator
Fund; Bob Drake, Grazing Lands
Conservation Initiative*

**8:50 A.M. - REFLECTIONS FROM
ACROSS THE LANDSCAPE**
Moderator, William D. Ruckelshaus,
Chairman of the Washington State
Salmon Recovery Funding Board
Panel Members: Steven J. McCormick,
The Nature Conservancy; Mandy
Roberts Metzger, Diablo Trust;
Larry J. Schweiger, National Wildlife
Federation; David B. Struhs,
International Paper Company; David
Trott, Nisqually River Council.

9:50 A.M. - BREAK
Levels One and Two

10:20 A.M. - KEYNOTE ADDRESS
Level One, Ferrara Theater

Vice Adm. Conrad Lautenbacher,
Jr., representing the Secretary of
Commerce; Jim Ricker, Town Manager
of Newport, Maine

**10:45 A.M. - CONGRESSIONAL
PERSPECTIVES**
U.S. Senator Mike Crapo

**10:50 A.M. - FEDERAL PERSPECTIVES
ON THE NEW CENTURY**
Moderator, James L. Connaughton,
Chairman of the Council on
Environmental Quality; Panel
Members: Lynn Scarlett, DOI; Mark
Rey, USDA; Alex Beehler, DOD; Conrad
Lautenbacher, Jr., NOAA; Marcus
Peacock, EPA.

11:50 A.M. - APPRECIATION
Jim Connaughton

*For additional conference information
go to www.conservation.ceq.gov*

In the early 1990s, community leaders of Utah's greater Wasatch area were so successful in creating opportunities to keep young people from moving away that managing growth and resources became their biggest issue.

With forecasts showing an increase of one million more residents by 2020, the Coalition for Utah's Future created Envision Utah, a public/private partnership, to address the many challenges and benefits of the expected growth.

The partnership's leaders guided the development of a broadly supported growth strategy to protect the area's environment, economic strength, and quality of life for years to come. Public input was sought on where and how to grow, and residents responded. An urban vision emerged to preserve critical lands, promote water conservation and clean air, improve transportation systems, provide housing options, and maximize the use of existing infrastructure.

"The key to Envision Utah has been involving decision-makers and the community to gain support at the ground level," said Alan Matheson, executive director of the Coalition for Utah's Future, "If you have good people and give them good information, they can come up with good solutions."



OPENING PLENARY

Environmental Protection Equals Economic Prosperity

Echoing Theodore Roosevelt, the founding father of American conservation, EPA Administrator Stephen L. Johnson emphasized yesterday that cooperative conservation is about jobs and economic opportunity as well as environmental and cultural protection.

In his plenary address, Johnson set the theme for Tuesday's discussions on the future of cooperative conservation.

"Teddy Roosevelt recognized that in order to pass on the prosperity we have all enjoyed to the next generation, we cannot just stop progress," said Johnson. "We cannot halt growth. Roosevelt believed we have a moral duty to both protect our resources and develop our future."

EPA continues that tradition, upholding environmental standards while working cooperatively with citizens and industry to accelerate the pace of environmental protection and overcome economic challenges facing communities.

Johnson cited EPA's Brownfields Program, the Great Lakes Regional Collaboration, and the Detroit River Partnership as outstanding collaborative initiatives.

EPA Secretary Johnson recalls the conservation ethic of President Theodore Roosevelt.

"By reinvesting in our scientific foundation, encouraging evolving technologies, and promoting cooperation over conflict, EPA will meet the challenges of the 21st century," Johnson said.

The economic progress with environmental protection theme impressed Tyrus Fain, of the Rio Grande Institute. "Mayor [Pat] McCrory [Charlotte, N.C.] is on the front line of this movement and those who live along American rivers need to remember what cooperative conservation can bring to our communities."

"The bottom-up approach of this administration and the conference impressed Vincent Tainaga, the New York Hudson River Navigator. "I realize that we are all connected and engaged. Collaborative partnerships help to establish a process of communication that can build trust for on-the-ground projects."

The need to maintain momentum after the conference resonated with conference participants. "It's easy to get people together for the first time," said Nancy Ulman, of the Great Rivers Greenway in St. Louis. "The difficult part is keeping them together. We need to learn not only how to form partnerships but also how to keep them together year after year until the work is done." ■

Cooperative Conservation Becomes Family Endeavor

Federal Environmental Executive Edwin Piñero has been working on this conference since the Executive Order was signed a year ago. So how does he maintain family obligations with such an all-consuming job? Piñero puts his family to work.

His 14-year-old daughter Emily (*left*) has been assisting with audio/visual aspects of the conference while 16-year-old Elizabeth (*right*) has been helping with registration and editing talking points with her father.



"My family has always been interested in my work and I try to involve them as much as possible," says Piñero. He would like to instill the value of public service and open dialogue in his daughters. "It's much easier to do when they are younger."

Elizabeth says her father's work and her hands-on experience in cooperative conservation has peaked her interest in political science.

Joanne Piñero has been home schooling her daughters for nine years. "It's been a journey, but it has also given our family an opportunity to travel and learn together." ■



Corporate Conservation? Yes!

Monsanto, an industry leader in biotechnology, has a long tradition of cooperative conservation. The Fortune 500 company annually contributes significant resources to conservation initiatives. This year, Monsanto will contribute more than 3 million dollars to a variety of projects.

“Promoting agricultural productivity and profitability is our goal, but Monsanto has always supported conservation tillage practices and wildlife habitat development,” said Dr. John Anderson, Technology Development Manager. According to Anderson, use of biotech crops allows landowners to reduce soil erosion, improve water quality and enhance wildlife.

Some National Wildlife Refuges along the Mississippi flyway permit local producers to farm within their borders if a percentage of the crop is not harvested. This provides food for wildlife and migratory birds. Because biotech crops facilitate reduced pesticide application, the refuges view them as favorable for planting.

Monsanto’s conservation impact extends beyond the flyway. The company has sponsored extensive conservation projects in partnership with organizations including Audubon, Delta Wildlife, Pheasants Forever and National Wild Turkey Federation.

“Monsanto’s grant fund provided the start-up money needed to finance research and educational tours focused on improving wildlife benefits associated with USDA’s Conservation Reserve Program in Nebraska,” said Peter Berthelsen, Director of Conservation Programs, Pheasants Forever. “We could not have met our goals without Monsanto’s assistance.” ■



“It’s critical that we focus on providing training for future resource managers and that we provide useful research to land managers. As we do that, we’ll be looking to expand our work with conservation agencies and organizations to further involve youth and diverse populations.”

—Robert Stanton, Senior Fellow, Texas A&M University

Forging a Future of Cooperative Conservation

Perhaps the most important question for those involved in conservation is where does it go from here? As attendees finish their conference sessions and prepare to head home, they each are taking with them a refined vision of American cooperative conservation for the 21st century.

The call for cooperative conservation crosscuts America, resounding in its federal, state and local government, as well as in urban and rural communities. It is practiced locally by the rancher on his or her property, and by non-profit organizations focusing on larger regions and issues.

For many of the attendees the conference was a chance to reaffirm concepts and techniques that they already knew and practiced. They made new contacts and saw fresh opportunities to network—referred to by one New Mexico rancher as “just visiting with neighbors.”

The vision and desire to build upon their success runs deeply through the conference attendees as they seek to plant new seeds of cooperation in their own communities and organizations. ■

“The conference provided me with insight into ways to resolve conflicts by working with people. We have been doing that already, but it was good to hear other people talk about how they are getting out there and getting people to work together.”

Ann Thrupp, Manager of Organic Development, Fetzer Vineyards



“I personally feel the ground work is already there for us to build on with soil and water conservation. They just need some additional help and tools to build on, but the grassroots are already there. The success stories are out there in just about any state.”

Sarah Fast, Missouri Department of Natural Resources

“The need for additional resources and outreach programs is critical...through education, we can make a difference both on the public side and the private side. Public-private collaboration is critical to ensure sustainability of these initiatives.”

Ward Burton, Ward Burton Wildlife Foundation and NASCAR Driver



“Once the conference is over, I think it will be up to the people here to make the connections in their area. If we come together, we can reach an overall solution to the problems. We can’t do it alone; we need to work together.”

Christine Yturria Buford, Treasurer, Texas Wildlife Association

Cooperative Conservation Response to Hurricane Needs

Public safety is the highest priority for areas devastated by Hurricane Katrina, and cooperative conservation programs are critical to the short- and long-term recovery.

"Threats to life and property must be taken care of first," says Natural Resources Conservation Service State Conservationist Donald Gohmert. "Once power is restored, food supplies provided and roads reopened, environmental needs will be assessed." His agency is teaming with local, state and federal partners to dispose of livestock and domestic animals that perished in the flooding.

The Environmental Protection Agency is coordinating work to address oil and chemical spills, while the National Oceanic and Atmospheric Administration surveys erosion damage impacting levees, major evacuation routes and other infrastructure.

Two U.S. Department of Agriculture programs available to impacted states include the Emergency Loan Program, which aids farmers and ranchers in Presidentially declared disaster areas, and the Emergency Conservation Program, which provides the agricultural community with emergency funding and technical assistance. "This is for clean up, reshaping, land leveling and fence repair," says USDA Deputy Administrator for Farm Programs John Johnson.



Seeding Native Oysters in the Northwest

With natural habitat ranging from Alaska to Mexico, the Olympia oyster is the only oyster native to the Pacific Northwest. For thousands of years, this oyster provided sustenance for tribes, and habitat for a host of marine organisms. Because it is a filter feeder, it also improves water quality. Until the end of the nineteenth century, it was the most abundant bivalve in Puget Sound, but over-harvesting, sediment loads, and pollution have caused the near extinction of this oyster. Today, it is found in a fraction of its former habitat and is a candidate threatened species in Washington State.

"Any species with a story this rich is bound to attract collaborators," said Betsy Peabody, Executive Director of The Puget Sound Restoration Fund.

Since 1999, the Olympia Oyster Restoration Project has seeded

Baseline monitoring in Liberty Bay prior to native oyster enhancement.

more than five million oysters at 80 experimental sites across Puget Sound. Of these sites, 64 involved private landowners planting oysters on their properties. An income-generating oyster farm is being developed to support future efforts.

Partnerships were formed to identify appropriate habitats for oyster restoration, modify substrate, propagate and seed the oysters, and to monitor the results. Seeding has been intensified where plantings showed promising results and the substrate has been improved by adding old oyster shells. A regional advisory group of shellfish farmers and scientists provides technical support and genetic research is being used to safeguard genetic integrity.

More than 100 organizations, including federal and state agencies, private landowners and tribal groups have been involved in this effort. ■

Groundwork USA: Changing Places, Changing Lives

People, places and prosperity are inextricably linked; improving any one of them improves all of them.

Urban communities affected by brownfields, abandoned factories, and other derelict lands are demonstrating that working with partners improves their environment, economy and overall quality of life.

Groundwork USA is a network of locally organized and controlled non-profit trusts that emphasize engaging young people in the revitalization of communities.

Thousands of residents and businesses carry out the transformation of neighborhoods in such places as Lawrence, Maine, Elizabeth, New Jersey, and El Paso, Texas.

In 2004, the Groundwork Trusts engaged more than 10,000 volunteers in 21,500 hours of service and leveraged \$2.6 million of public and private sector funding for projects and programs in their host communities.

The Groundwork USA Initiative was launched in 1996 by the National Park Service Rivers, Trails and Conservation Assistance Program and the Groundwork USA Steering Committee.

The Environmental Protection Agency Brownfields Program joined the partnership in 1998. On the local level, the partnership includes government, business, non-profits, churches, foundations, community organizations and residents. ■

For more information please visit www.groundworkusa.net.

Many Voices, One River

After decades of neglect and pollution, the Detroit River is being restored and its communities revitalized. Bald eagles have returned to area shores, sturgeon once again spawn in the river, greenway trails are being built, and North America's only International Wildlife Refuge and International Heritage River System are expanding.

The Detroit-Windsor Metropolitan Area now offers world-class water, wildlife, heritage, and recreational opportunities. The region is becoming a model for cooperative conservation and enhanced quality of life, which helps communities and businesses achieve competitive advantage in today's world.

This transformation is the result of many public-private initiatives working synergistically to deliver cooperative conservation. Non-governmental groups raised millions of dollars to support the initiatives, including the Detroit

River Conservancy, Kresge Foundation, Greater Detroit American Heritage River Initiative, Canadian Heritage River Initiative, Friends of Detroit River and Detroit Audubon.

What was learned on the Detroit River can serve as a blueprint for future success in projects across the nation. Key points include:

Rally Around Our Resources

- A high-profile, well respected business or governmental leader should initiate the process and open doors.
- Build partnerships through experimentation, new approaches and processes. A small team can lead the project.
- Emphasize cooperative learning.

Local Ownership

- Keep the emphasis on an open, inclusive process and on developing local leadership.
- Local stakeholders acquire a sense of ownership of cooperative conservation projects.

Step-wise Approach

- You cannot do many of the larger projects in one step.

- Strive for continuous improvement.

Ecosystem/watershed Focus

- Foster use of an ecosystem approach on a watershed scale.

Cooperative Solutions

- Plan cooperatively and share responsibilities for delivery of programs.
- Identify key remedial and preventive actions, sequencing, timeframe, and responsibilities to increase accountability.

Government Responsiveness

- Governments must strive to be responsive to locally-driven processes, and must give high priority to funding projects within existing and new programs.

Leverage Resources

- Leverage public, against private, against foundation resources.
- Use creative mechanisms like settlements and supplemental environmental projects.

Cost/Ecosystem Effectiveness

- Emphasize coupling of research and management to be cost- and ecosystem-effective. ■



Tackling Capital Challenges

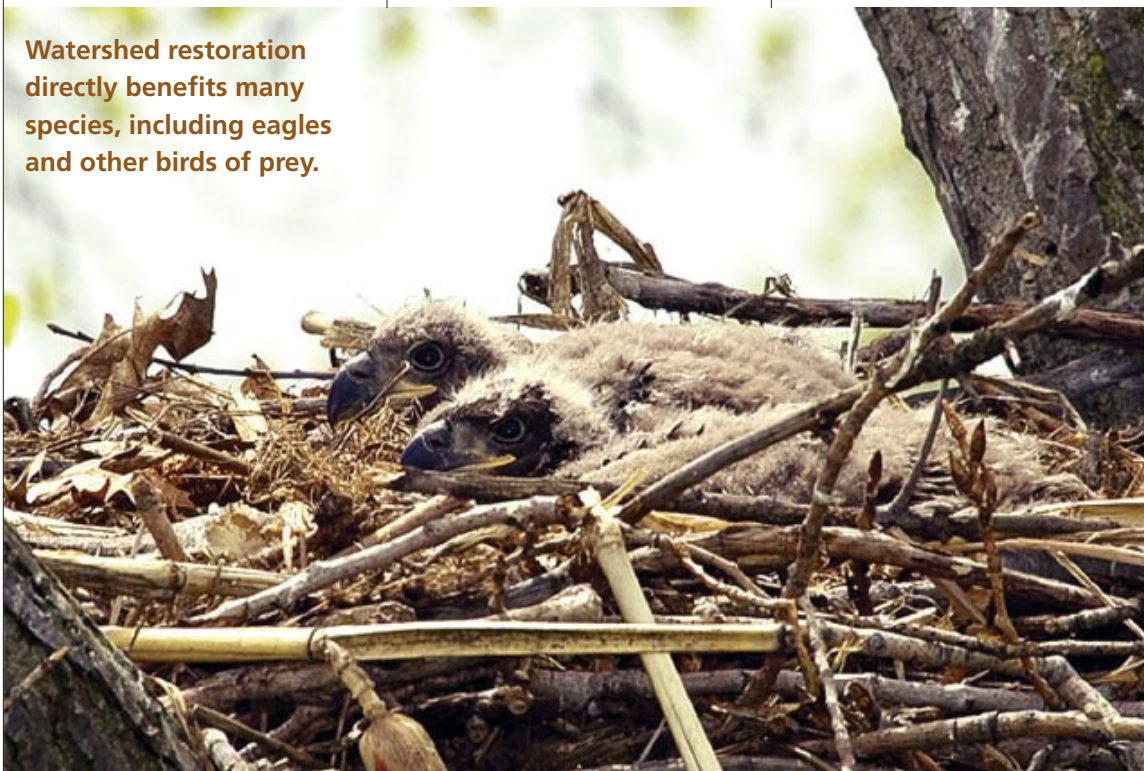
“Vision without action is a day dream. Action without vision is a nightmare.” This line from Washington, D.C., Mayor Anthony Williams drew laughs, as well as nods of recognition, from attendees Tuesday morning at the White House Conference on Cooperative Conservation.

Mayor Williams explained the environmental and economic challenges faced by the city he calls “everyone’s second home.” He lamented that having to be non-partisan *and* non-denominational can be “like playing cards on fold-out chairs in the middle of a buffalo stampede.”

Williams has been a major proponent of finding common ground in his efforts to allow the District of Columbia to compete economically while sustaining environmental projects like rejuvenating the Anacostia Waterfront. As chair of the National League of Cities, Williams is backing the creation of the National City Network, which he calls, “a cyber town hall that allows elected officials to cooperate to share best practices” on issues like environmental conservation.

Mayor Williams toured the Conference Expo after his address, where he met Patriot, a bald eagle from the World Bird Sanctuary in St. Louis that is part of the Farm Service Agency exhibit.

Watershed restoration directly benefits many species, including eagles and other birds of prey.



Teaching a Community to Protect Its Property

In the war against destructive wildfires, a group called Firewise is educating local communities and governments on how to protect their neighborhoods.

Firewise is a national inter-agency program that works with communities to adopt a long-term approach to protect homes through practices like landscaping, home construction and community planning.

"We are trying to teach local residents how to work with local, state and federal agencies to create areas that are protected against wildfires," said Amy Schneider with Firewise.

Schneider said there is no blanket plan that covers all communities, but the organization works to help communities develop a course of action best for their area.

One success for the Firewise program is a community in Hawaii which survived a wildfire that destroyed 25,000 acres because the community had prepared a 30-foot firebreak a month before the fire started.

According to Firewise manager, Jim Smalley, "When adequately prepared, a house can withstand a wild land fire without the intervention of the fire service. In fact, a house and its surrounding community can be both Firewise and compatible with the area's ecosystem."



A Citizen Speaks, a Marsh is Saved

The six-acre salt marsh adjacent to Maine's Pemaquid Beach was dying. Few noticed the change in vegetation from salt tolerant marsh grasses to fresh water plant species, but Joan Lyford, a longtime resident of nearby Fish Point, noticed that the birds had disappeared. Upon investigation, Lyford noticed two corroded and crushed culverts beneath the road that connected the marsh to its lifeblood—the ocean. Without the rich ocean water flowing in and out with the tides, fresh water plants could out-compete the salt tolerant native species and the mummichogs, sticklebacks, and other small fish that birds love to feast on, died off as fresh water infiltrated their salty home. Over the years Fish Point's once fertile marsh slowly choked.

Frustrated by the missing birds and unsure how to solve the problem, Lyford documented the culvert damage and showed the photos to her son. As luck would have it, her son happened to know Jon Kachmar, an employee of the state's Coastal Program and the liaison between the Gulf of Maine Council and the National Oceanic and Atmospheric Administration's (NOAA) Community-based Restoration Program. Lyford also spoke to Bristol's town manager, the Pemaquid Watershed Association, and her neighbors.

Joan Lyford (center) and others at the project dedication ceremony on August 4, 2005.

Within two weeks, plans were underway to save the Fish Point salt marsh. The town of Bristol applied for a grant through the Gulf of Maine Council/NOAA Habitat Restoration Partnership and successfully secured \$38,000 for the project. They also contacted Duke Energy, through the Maine Corporate Wetland Partnership, which provided matching funds required by the federal government grant. These funds, combined with the town's contribution, were enough to take a local idea and make it reality. "This project was truly locally initiated, locally led, locally achieved, and a great example of cooperative conservation put into practice," said Tim Keeney, NOAA's Deputy Assistant Secretary, at a project dedication ceremony last month.

The town replaced the crushed culverts with a large cement box culvert to allow full tidal inundation of the Fish Point marsh. Scientists deployed automatic tide sensors to monitor the site and found equivalent levels on both sides of the new culvert. They also noticed that the mummichogs came back, and Joan Lyford hopes the birds will soon follow. Volunteers with the Pemaquid Watershed Association will continue to monitor the marsh for three years to track post-restoration changes in plants and animals to determine if full ecosystem health is achieved. ■

Preserving the Call of the Quail

In August 2004, President Bush announced a major habitat initiative intended to restore drastically declining numbers of northern bobwhite quail in 35 states.

In response to the President's directive, USDA Farm Service Agency launched the Northern Bobwhite Quail Habitat Initiative. The initiative will restore some 250,000 acres of buffer habitat along agricultural field borders.

Bobwhite quail populations have declined from an estimated 59 million birds in 1980 to 20 million in 1999. The primary cause is the reduction of natural habitat due to urban encroachment and increased conversion of land into production agriculture.

Landowners in focus states have enrolled more than 48,000 acres of private lands into quail habitat. For wildlife and hunting enthusiasts, preserving bobwhite quail populations offers an opportunity to preserve rural heritage and tradition.

The Patterson family of Runnels County, Texas, recently enrolled 96.4 acres into quail habitat. "We have taken many steps over the years to improve the wildlife on and condition of our land. My husband, Roy, and I really enjoy the diversity of wildlife that share in the quail buffer," said Joanne Patterson Rose.

USDA is partnered with Quail Unlimited, the Southeast Quail Study Group, Pheasants Forever, Ducks Unlimited, and the National Wild Turkey Federation.

The goal is to increase bobwhite quail numbers by 750,000 birds annually through development of improved nesting and brood-rearing cover and provides \$125 million to participating landowners through 2007. ■



Bay Area Citizens Steward Golden Gate Resources

Community stewardship flourishes at one of the largest urban parks in the world.

Golden Gate National Recreation Area covers more than 75,000 acres around San Francisco Bay. It includes ancient redwood forests, beaches, and historic military forts and Alcatraz. With 59 miles of bay and ocean shoreline, these lands also are a major U.S. coastal preserve.

Public-private partnerships and thousands of volunteers make the park a model of collaborative creativity that helps to maintain and operate an attraction drawing 16 million visitors a year.

“We have worked hard to instill a partnership culture throughout the organization,” says park superintendent Brian O’Neil. “Our neighbors offer a wide range of talented groups and individuals who can make things happen. Forging partnerships with them not only engages the public in stewardship of the park’s history and ecology but also strengthens the park’s relevance to our metropolitan neighbors.”

The chief partner is the non-profit Golden Gate National Parks Conservancy, which enlists volunteers, restores native habitats and landmarks, manages park improvement projects, and establishes visitor centers. Since 1981, the Conservancy has raised \$78 million for the park. Another major partner, the Fort Mason Foundation, has contributed more than \$18 million in physical improvements and manages more than 40 non-profit tenants who play a critical role in preserving the unique heritage of the Bay Area. ■



“The Department of Defense is pleased to be a sponsor of this important conference and we look forward to continue building partnerships that support the sustainability of our nation’s lands and our military readiness.”

—Alex Beehler, Assistant Deputy Under Secretary of Defense for Environment, Safety and Occupational Health

SPOTLIGHT ON DEFENSE

Securing America and Its Resources

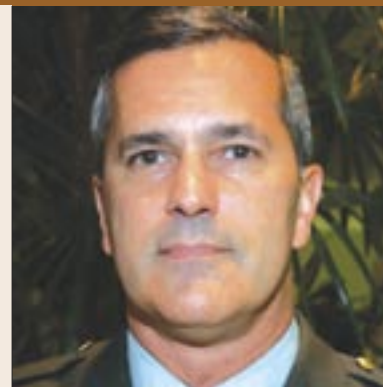
Sustaining the readiness of the nation’s military—the bottom line of the Department of Defense—depends on cooperative conservation. The two concepts are inextricably linked.

The Defense Department is entrusted with managing more than 30 million acres of public land on which more than 325 threatened and endangered species live. Conservation partnerships with governmental and nongovernmental agencies, businesses, and private landowners allow the department to preserve lands to house and train military forces and test equipment, and at the same time, preserve natural resources.

With a proud heritage of conservation, dating from Lewis and Clark’s “Corps of Discovery” expeditions to today’s stabilization of critical red-cockaded woodpecker populations on military installations, the Defense Department takes seriously its responsibility of environmental stewardship as it remains committed to protecting both America’s citizens and its natural and cultural resources. ■

“The Army embraces cooperative conservation and is committed to sustaining the environment and military readiness. Partnerships enable balancing missions with stewardship.”

Col. Tony Francis, Commander, U.S. Army Environmental Center, Aberdeen Proving Ground, Maryland



“Working with our community partners to protect endangered wildlife on Defense Logistics Agency sites has been a rewarding experience for all of us. I am proud of our progress.”

Jan Reitman, Staff Director, Environment, Safety and Occupational Health Directorate, Defense Logistics Agency

“As a member of the Pacific Northwest community, the Navy has a proven environmental record in concert with conservation partners. Cooperation is the foundation for the long-term vitality of our common resources.”

Rear Adm. W.D. French, U.S. Navy Commander, Navy Region Northwest



“Partnerships with local environmental agencies allow Marines learn and train at Nu-Upia Ponds. We are able to increase our skills while reducing invasive plants and increasing bird habitat.”

Capt. Robert Kleinpaste, Combat Assault Co. Commander, 3rd Marine Regiment, Marine Corps Base Hawaii

County Partners Reduce Emissions

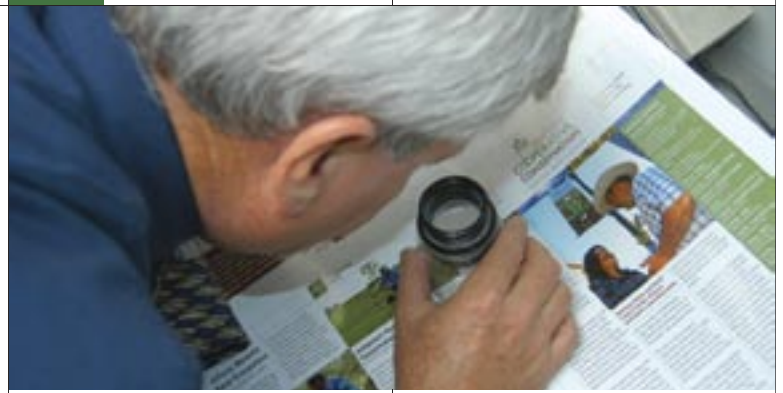
Bartow County, outside of Atlanta, is one of the fastest growing counties in Georgia. Community leaders concerned about air quality have adopted a county-wide Environmental Management System (EMS). Clarence Brown, Bartow County Commissioner, spearheaded the EMS effort to prevent potential air pollution and manage natural resources and solid and hazardous wastes.

The EMS partnership includes six cities, two school districts, a chamber of commerce, and the county's agricultural community. Commissioner Brown observed that the biggest hurdle

was developing trust among participants.

The goal of EMS is to integrate environmental considerations into everyday business operations ensuring that managing resources becomes a daily responsibility. The county, with help from the chamber, has launched approximately 20 additional environmental management systems. "I was willing to try it but I didn't realize it would be as successful as it has been," said Brown of area involvement.

Through cooperative conservation and EMS, Bartow County successfully achieved its primary goal of improved air quality reducing air emissions by 25 percent. ■



Attendees Know Quality When They See It

Conference attendees turn over a new leaf—literally—with each publication they read at the White House Conference on Cooperative Conservation.

Printed on environmentally responsible paper supplied by New Leaf Paper in San Francisco, conference programs, expo hall guides, newsletters, and compendiums of cooperative conservation case studies deliver more of a message than meets the eye.

Conference materials are printed on a groundbreaking product called New Leaf "Primavera," a high-quality, bright, glossy paper with a beautiful surface and leading environmental specifications.

It is the highest post-consumer recycled content gloss-coated paper in the United States, and is the only gloss-coated paper bleached without the use of chlorine or chlorine compounds.

"It's amazing how everything ties in to a conservation theme here at the conference," said Cara Clark of the USDA Natural Resources Conservation Service. The special paper complements other "green" messaging elements at the conference, including native plantscapes and banners printed using environmentally preferable materials.

New Leaf Paper is an industry leader with a strong commitment to supplying only the best environmentally sound paper. The company develops its own brands of market-leading environmental papers and distributes them along with carefully selected standard mill brand papers that meet New Leaf's high environmental standards.

New Leaf Paper worked closely with Mulligan Printing in St. Louis to produce this environmentally responsible solution for the White House Conference on Cooperative Conservation. Their ultimate goal is to inspire a fundamental shift toward sustainability throughout the paper industry. ■



Sod Atlanta, a Georgia sod farm, uses biodiesel fuel in its tractors as an environmentally friendly alternative.

CONFERENCE VIDEO AVAILABLE

A complimentary copy of the video presentation *Voices of Cooperative Conservation* is available for free. To obtain a copy, contact Gary Candelaria at the National Park Service's Harpers Ferry Center. Candelaria can be reached at 304-535-6211 or by email at gary_candelaria@nps.gov.

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