



**Sustaining Our Nation's Water Resources**  
***Answering the Call for Stewardship***  
**2011 Water Resources Summit**

**October 25, 2011**  
**University of Maryland at College Park**



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Welcome to The Horinko Group's Second Annual Water Resources Summit. We are excited to have gathered such a diverse and distinguished group of presenters, moderators, and speakers to discuss one of our nation's most challenging issues – the security of our common water future.

Our nation faces considerable water supply and quality issues, which are further stressed by climate change and population growth. The probability of creating a sustainable water supply under current practices is unlikely. What will it take to accept our interdependence and recognize the reality that there is only so much water to go around? How do we transition from being individual water users to cooperating water stewards?

Three sectors of the water industry will play a pivotal role in the coming years – the public sector, advocacy sector, and business sector. Today's program is designed to provide insight into each of these areas. Prominent leaders on three moderated panels will explore timely best practices, unexpected challenges, and future opportunities to foster a broader, integrated strategy for a more sustainable water future.

We have made a commitment to stimulating and facilitating an informed water dialogue built on cooperation, transparency, inclusiveness, and action. We encourage today's participants to become more actively involved in this conversation and take advantage of this unique opportunity to hear and learn from such an esteemed group of seasoned water practitioners.

On behalf of the Water Division –

To all participants, presenters, partners, and sponsors –

Thank you!

## Saluting Our Summit Sponsors

Water touches everything. Our quality of life is inexorably linked to water quality and water availability. We are fortunate to have industry leaders that share our interest in bringing diverse voices together to discuss our common water future.

Our Summit Sponsors make it possible to service the needs of a larger audience of water resource professionals. We commend their acknowledgment that an informed water community benefits us all.

### **GOLD**



### **SILVER**



### **BRONZE**



## Recognizing Our Summit Partners

We are honored to have these water sector leaders and collaborative partners lend their support to this year's Summit. We congratulate each organization and its leadership for recognizing the importance of an inclusive water dialogue. Their continued efforts will help sustain our planet's water resources for future generations.





# An Introduction to The Horinko Group

Since the formation of The Horinko Group, we have brought focus and creativity to environmental consulting. Our tools are innovation, strategic alliances, and established expertise grounded in public and private ventures. In a world where renewable and non-renewable resources are interconnected, we find ourselves at a juncture where it is necessary and prudent to expand our focus to a broader view in order to programmatically address the challenges of our water world.

Water is a common thread connecting all aspects of life. As the planet's most precious natural resource, its quality and availability are core determinants of individual and community quality of life. However, water resource issues are typically regional, inter-jurisdictional, and dispersed. The challenges and actions needed to sustain our nation's water resources are geographically such that both federal and local attention is required and an integration of planning and regional governance across programs, sectors, and jurisdictions seems inevitable.

While we lack a national water policy, we have a number of national programs that can be better integrated and complimented by a strong grassroots stewardship ethic borne out of an effort to raise public water awareness and civic engagement so as to transform water users into water stewards. As an inter-jurisdictional public good that must be appreciated and managed first as a public resource, protecting our water future will take stewardship from local, regional, state, and federal levels, in addition to promoting individual responsibility.

We believe our quality of life and the prosperity of our communities depend on the wise stewardship of our natural capital. We believe that an inclusive, collaborative approach is critical for successful stewardship.

Like many others, we seek more effective collaborative models for success. Our niche is assisting with the creation and promotion of value-based collaborative relationship building that can be brought to scalable and replicable levels by the participating institutions. By identifying and connecting water achievers and demonstrating real results, we are uniquely equipped to facilitate effective collaboration and strategic alignment between public and private organizations committed to sustaining the quality and continued availability of our water resources.

Our vision is to promote water resources sustainability through effective and integrated water resource management. Through our support of institutions with the capacity to add real value to collaborative water ventures and with a commitment to connecting and aligning clients with a shared view of water resource sustainability, we are confident that we can build the case that effective integration is attainable.



## Summit Logistics



### *Registration and Admittance*

Registration is from 8:00 – 9:00am outside of the Hoff Theatre in the Stamp Student Union on the campus of the University of Maryland in College Park. Your nametag serves as your pass to enter all Summit events. If you misplace your nametag, please see our staff for a replacement.

### *Commons Table*

Please visit the commons table, located within the entrance of the Hoff Theatre on the right side for handouts from our Summit Sponsors and Partners. Additional handouts and displays will be located in the Grand Ballroom during the Keynote Luncheon and Networking Reception.

### *Lodging*

Quality Inn  
7200 Baltimore Ave  
College Park, MD 20740  
(301) 276-1000

### *Ground Transportation*

A complimentary shuttle service is provided between the Quality Inn and the Stamp Student Union. Estimated round trip is 10 minutes. The hotel shuttle will be in service from 7:00am until 8:00pm. Please contact the hotel at (301) 276-1000 to request shuttle service throughout the day.

For participants traveling via metro, the Shuttle-UM stop is located across Campus Drive from the Stamp Student Union. To access the metro station, exit through the lobby and out the main doors of the building, then turn left. Walk a short distance down the hill to the bus stops. The shuttle “104 College Park Metro” picks up across the street in lot HH every 10 minutes. Estimate travel time to metro station is 10 minutes.




## Map and Walking Directions

All Summit activities are located in the Stamp Student Union. All panel sessions are held in the Hoff Theatre on the ground floor. Following the conclusion of the first panel, staff will direct participants to the Grand Ballroom for the Keynote Luncheon. Following the final panel, participants will return to the Grand Ballroom for the Networking Reception.



## Questions

If at any point during the day you have questions or require assistance, please utilize the following resources:

-  For questions and general assistance, our staff will be located throughout the Stamp Student Union. Staff will be wearing a blue lanyard with a white Horinko Group logo.
-  The Stamp Student Union's service desk is located on the first floor by the building's main entrance (for reference, the Hoff Theatre is located on the ground floor). University of Maryland staff can provide directions to/from the Hoff Theatre (Panel Sessions) and the Grand Ballroom (Luncheon and Reception).
-  If you are simply in need of directions around the building or campus, students are the best resource.

**Sustaining Our Nation's Water Resources**  
***Answering the Call for Stewardship***

October 25, 2011

Stamp Student Union

University of Maryland at College Park, MD

**Registration**

**8:00 – 9:00am**

**Welcome and Introductions**

**9:00 – 9:30am**

*Brendan McGinnis*

Director, Water Division, The Horinko Group

**Panel One: Water Governance**

**9:30 – 11:45am**

*Jeffrey Jacobs* (Moderator)

Scholar, Water Science and Technology Board, National Research Council

*Alexandra Dunn*

Executive Director, Association of Clean Water Administrators

*Ann Mills*

Deputy Under Secretary, Natural Resources & Environment, U.S. Department of Agriculture

*Mike Shapiro*

Deputy Assistant Administrator, U.S. EPA's Office of Water

*Steve Stockton*

Director, Civil Works, U.S. Army Corps of Engineers

**Luncheon and Keynote Address**

**11:45 – 1:30pm**

*Steve Hoffmann*

Founder, WaterTech Capital Corporation and acclaimed author of Planet Water



## Panel Two: Water Advocacy

1:30 – 3:00pm

*Dr. Stephen Gasteyer* (Moderator)  
Assistant Professor of Sociology, Michigan State University

*Patrick McGinnis*  
Water Resources Team Leader, The Horinko Group

*Ben Grumbles*  
President, Clean Water America Alliance

*Dick Engberg*  
Technical Director, Water Policy Dialogue, American Water Resources Association

*Todd Ambs*  
President, River Network

## Break

3:00 – 3:15pm

## Panel Three: The Business of Water

3:15 – 4:45pm

*Tracy Mehan* (Moderator)  
Principal, The Cadmus Group

*Brent Fewell*  
Vice President of Environmental Compliance, United Water

*Tommy Holmes*  
Legislative Director, American Water Works Association

*Jon Freedman*  
Global Leader, Government Relations, General Electric Power & Water

*George Hawkins*  
General Manager, DC Water

## The Path Forward

4:45 – 5:00pm

## Networking Reception

5:00 – 7:00pm



## Panel One: Water Governance

The opening panel will focus on Water Governance and features a federal and state interagency panel of water resource executives. Discussion will include their recent efforts to integrate water resources planning and management, the incremental advantages of adaptive management and system thinking. We will hear their thoughts on balancing regulation with incentive. They will describe their efforts to reach down into local communities. We will learn about programs that promise a stewardship approach, as well as effective federal leadership in redirecting resources and manpower toward such endeavors.



### **Jeffrey Jacobs (Moderator)**

*Scholar, Water Science and Technology Board  
National Research Council*

Jeff Jacobs is a scholar with the National Research Council's Water Science and Technology Board, where he has directed studies on a variety of water-related topics, including Colorado River hydrology, Mississippi River water quality, and hurricane protection and ecosystem restoration in New Orleans and coastal Louisiana.

Prior to joining the National Research Council, Mr. Jacobs served as a faculty member at the National University of Singapore and at Texas A&M University. He holds a Ph.D. degree in geography from the University of Colorado.



### **Alexandra Dunn**

*Executive Director  
Association of Clean Water Administrators*

Alex Dunn serves as the Association's Executive Director and General Counsel. She has worked extensively on water quality, water treatment, and regulatory issues associated with the implementation of the Clean Water Act. She is a published author, and speaks nationally and internationally, in the subject areas of water quality, water policy, sustainability, and the urban environment.

Ms. Dunn has represented parties, intervenors, or amicus curiae in over 25 environmental and clean water cases. From 2007 to 2010, Dunn was Dean of Environmental Law Programs and an Adjunct Professor at Pace University School of Law in New York, managing one of the top environmental law programs in the nation. Ms. Dunn served in the nation's capital area as General Counsel of the National Association of Clean Water Agencies (2001-2007); as Counsel to the American Chemistry Council (1996-2001); and as an environmental attorney in Winston & Strawn's DC office (1994-1996).

Ms. Dunn holds a J.D., magna cum laude, from the Columbus School of Law, Catholic University of America and a B.A., cum laude, from James Madison University. She is admitted to the bar in the District of Columbia, Maryland, and New York, the U.S. Supreme Court, and federal circuit and district courts.

**Ann Mills**

*Deputy Under Secretary, Natural Resources & Environment  
U.S. Department of Agriculture*

Ann Mills is Deputy Undersecretary for Natural Resources and Environment at the U.S. Department of Agriculture. Ms. Mills has responsibility for the Natural Resources Conservation Service (NRCS), the federal agency with primary responsibility for working with private landowners to conserve, maintain and improve their natural resources.

Ms. Mills brings to this position 20 years of policy and management experience with government and nonprofit conservation advocacy. Most recently, as a senior executive at American Rivers, she led the implementation of programs to develop sustainable solutions for flood and drought mitigation and water quality improvement across the country including urban and rural watersheds in Northern California's Sierras and Bay Delta; the Columbia, Missouri and Mississippi river basins; the Great Lakes; and the Chesapeake Bay.

Ms. Mills also served as a senior staff person for Senate Democratic Leader Tom Daschle, chief of staff to California Lt. Governor Leo McCarthy and legislative assistant to then-Congressman Richard Durbin and Congressman James McClure Clarke. She holds a Masters Degree from the Lyndon B. Johnson School of Public Affairs at The University of Texas at Austin, and a B.A. in Political Science from Tufts University.

**Michael Shapiro**

*Deputy Assistant Administrator, Office of Water  
U.S. Environmental Protection Agency*

Mike Shapiro joined the Office of Water as the Deputy Assistant Administrator in November 2002. Prior to that, he was the Principal Deputy Assistant Administrator for the Office of Solid Waste and Emergency Response (OSWER). He has been in that position since February 1997, with a brief nine months as Acting Assistant Administrator during the transition between Administrations. Before that Mr. Shapiro was the Director of the Office

of Solid Waste, where he had served since November 1993. Prior to that, Mr. Shapiro served first as Deputy Assistant Administrator and then as Acting Assistant Administrator in EPA's Office of Air and Radiation, where he directed implementation of the 1990 Clean Air Act Amendments. From 1980 to 1989, Mr. Shapiro held a variety of positions in the Office of Pesticides and Toxic Substances, where one of his responsibilities was developing EPA's Toxic Release Inventory.

Mr. Shapiro has a B.S. in Mechanical Engineering from Lehigh and a Ph.D. in Environmental Engineering from Harvard. He has also taught in the public policy program at the John F. Kennedy School of Government.

**Steven Stockton**

*Director, Civil Works  
U.S. Army Corps of Engineers*

Steve Stockton serves as the Director of Civil Works, Headquarters, U.S. Army Corps of Engineers, Washington, D.C. In this position he shares the responsibilities of the Deputy Commanding General for Civil and Emergency Operations, under the policy guidance of the Chief of Engineers and the Assistant Secretary of the Army (Civil Works), for managing and directing the policy development, programming, planning, design, construction, emergency response, operation, and maintenance activities of the

Army Civil Works Program, a \$5 billion annual program of water and related land resources of the United States. He also serves as Chairman of the U.S. Section Permanent Engineering Board for the U.S.-Canada Columbia River Treaty, the Corps of Engineers Dam and Levee Safety Officer, and is a Governor on the World Water Council Board of Governors.

Mr. Stockton received a Bachelor of Science degree in Civil Engineering from Oregon State University, and he is a registered professional civil engineer in the State of Oregon. He is the recipient of many awards throughout his distinguished career, including the Presidential Rank Award - Meritorious Executive, in 2003.



## Luncheon and Keynote Address

We are happy to welcome our Keynote Luncheon speaker Steve Hoffman, Founder of WaterTech Capital Corporation and author of Planet Water – Investing in the World's Most Valuable Resource. The luncheon will take place in the Grand Ballroom of the Stamp Student Union, one floor above the Hoff Theatre.



### Steve Hoffmann

*Founder, WaterTech Capital Corporation  
Acclaimed Author of Planet Water*

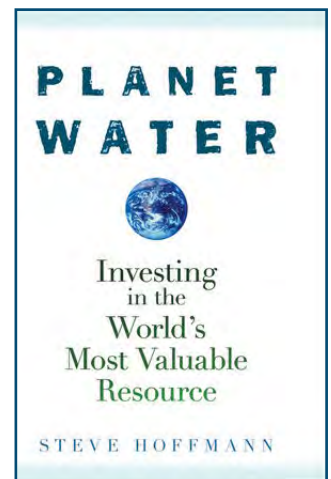
Steve Hoffmann is Founder of WaterTech Capital Corporation, a private investment company that specializes exclusively in consulting and investment opportunities within the water industry. With over twenty-five years of experience in the water industry – as a water rate designer, resource economist, entrepreneur, and investor – Hoffmann has witnessed firsthand the dramatic transition of the water business.

Mr. Hoffmann was one of the earliest financiers to recognize the potential of water as an investment theme, and has been a contributing editor to the Water Investment Newsletter for more than fourteen years. He is co-founder and principal architect of the Palisades Water Indexes, which serve as the tracking indexes for several leading water ETFs.

Mr. Hoffman's book, Planet Water, explores opportunities for investment in the water industry and has received praise from experts in varying fields.

"Timely, provocative, and insightful—Hoffmann provides a much needed dialogue on the looming water crisis. He addresses the necessity for change in our mind-set and prepares us for the challenges that lie ahead."  
—Donna Mathern, *Financial Analyst*

"Planet Water: Investing in the World's Most Valuable Resource beautifully educates and informs readers on the shifting availability and demand for water. A resource taken for granted by many and nicknamed 'liquid gold' by others, it is clear that global demand is putting tremendous stress on current supply and that there simply is no substitute. Steve Hoffmann goes to the heart of the issue and brings to light the challenges and the opportunities ahead for addressing our most precious resource."  
—Richard Sootkoos, *Managing Partner, Palisades Water Index Associates*







## Panel Two: Water Advocacy

The second panel will focus on Water Advocacy and will feature a group of leading NGOs providing exclusives on a variety of national water strategies they are eagerly advancing. We will hear what they are doing to promote social learning to better inform our people and our communities on the issues and importance of conservation and re-use. We will also hear about efforts they are making to better align and leverage their individual initiatives to create a stronger voice for water resources. Insights will be shared on advocacy in general, the importance of effective communication in civic engagement, challenges encountered, and opportunities ahead.



### **Dr. Stephen Gasteyer (Moderator)**

*Assistant Professor of Sociology  
Michigan State University*

Dr. Stephen Gasteyer is an Assistant Professor of Sociology at Michigan State University. Dr. Gasteyer's research focuses on rural community leadership, decision-making and management capacity, around key natural resources and development sectors. Specifically, he looks at the dynamic social networks and systems involved in water and wastewater infrastructure systems both in the U.S. and overseas, and the processes and systems around economic and agricultural development.

Ongoing research includes: study of the dynamics of social networks in influencing ground and surface water use; research on the design and impacts of rural community leadership development education programs; study of the social aspects of conversion to the bioenergy economy in rural communities; study of the landscape and social change in economically depressed communities; and study of small community water infrastructure operational and management capacity.

Before coming to Michigan State University, Dr. Gasteyer was on faculty in the Department of Human and Community Development at the University of Illinois. Prior to that, he was Research and Policy Director at the Rural Community Assistance Partnership in Washington, D.C. and a research consultant on issues of global water governance. Dr. Gasteyer was a Peace Corps Volunteer in Mali from 1987 through 1990, and worked from 1993 through 1998 in the Palestinian territories. He received a B.A. from Earlham College in 1987, and a Ph.D. in Sociology from Iowa State University in 2001. He has been a member of the Rural Sociological Society since 1996.



## Panel Two: Water Advocacy



### **Patrick McGinnis**

*Water Resources Team Leader  
The Horinko Group*

Pat McGinnis serves as The Horinko Group's Water Resource Team Leader for the Great Lakes and Mississippi River Systems. His experience and interest focuses on a broad range of economic opportunities for livable community design, strategic planning and facilitation, public/private sector interaction and consensus building. Prior to joining The Horinko Group in 2009, Mr. McGinnis worked as a field biologist and public lands administrator with the U.S. Army Corps of Engineers. He has extensive experience specializing in natural resource management, large river ecology, environmental stewardship of federal public lands, wetland regulatory delineation, and private-public partnering. For the past twenty years, he has led an effort to build a sustainable systems presence on an open space footprint of 164,000 acres of public lands and water critically situated at the confluence of the Upper Mississippi and Lower Illinois Rivers.

Mr. McGinnis currently serves on the boards of the St. Louis Confluence Riverkeepers and the Meeting of the Rivers Foundation, the planning committee for the Meeting of the Great Rivers National Scenic Byway, and the marketing committee for the Audubon Center at Riverlands.



### **Benjamin Grumbles**

*President  
Clean Water America Alliance*

Ben Grumbles is the President of the Clean Water America Alliance. Mr. Grumbles has served on the Alliance Board of Directors since April 2009 and has chaired the organization's successful national dialogue series, which concluded in September of 2010. Prior to joining CWAA, he served as Director of the Arizona Department of Environmental Quality where he focused on three priority areas: conservation and reuse of water (e.g. wastewater recycling), clean energy and climate change (e.g. solar power, vehicle emissions, uranium mining), and collaboration (e.g. the Colorado River, the Mexican Border, e-waste recycling). While serving as the Assistant Administrator for Water at the U.S. EPA he led its National Water Program from January 2004 - January 2009. He also served as associate administrator for EPA's Office of Congressional and Intergovernmental Relations in 2004, working with mayors, governors, and state and federal legislators.

Prior to EPA, Mr. Grumbles worked as a Senior Counsel for the Water Resources and Environment Subcommittee of the U.S. House Transportation and Infrastructure Committee and Environmental Counsel and Deputy Chief of Staff for the Science Committee. He also taught for 10 years at the Environmental Law Program of George Washington University Law School from 1994 to 2004. He has a B.A. degree in English from Wake Forest University in North Carolina, a J.D. degree from Emory Law School in Georgia, and an LLM (Masters) degree in environmental law from George Washington Law School in Washington, D.C.

**Richard Engberg**

*Technical Director,  
American Water Resources Association*

Dick Engberg has served as the technical director for the American Water Resources Association (AWRA) since 1999. Prior to joining the AWRA, Dick was Manager of the National Irrigation Water Quality Program of the U.S. Department of the Interior from 1989 until 1999. At the Department of the Interior, he had overall responsibility for water quality, sediment, and biological investigations at 46 areas in 17 western states, as well as for most of the 200 or more publications by the Program concerning these areas. Prior to 1990, he spent 28 years with the U.S. Geological Survey, Water Resources Division, in hydrologic studies and management.

Mr. Engberg is author of over 50 refereed journal and review articles, proceedings, U.S. Geological Survey Professional and Water Supply papers, and Water Resources Investigation Reports. A registered professional hydrologist by the American Institute of Hydrology, he is a member of Sigma Xi, the American Institute of Hydrology, and the U.S. Committee on Irrigation and Drainage, among others. Mr. Engberg received the B.S. degree (1959) in geology and the B.A. degree (1991) in chemistry from the University of Nebraska—Lincoln.

**Todd Ambs**

*President  
River Network*

Todd Ambs is River Network's fifth President and has worked in the environmental policy field for more than 30 years. His extensive experience in both state government and nonprofit organizations includes serving as Executive Director of two statewide river organizations, Policy Director for the Ohio Attorney General and Senior Policy Analyst for the Wisconsin Department of Justice.

From 2003, until becoming President of River Network in May 2010, Mr. Ambs ran the Water Division for the Wisconsin Department of Natural Resources. He has served on a number of water-related boards and commissions and was the lead negotiator for the State of Wisconsin during the development of the Great Lakes Compact. Mr. Ambs continues to serve on the Great Lakes Commission, Great Lakes Protection Fund, and the Upper Mississippi River Basin Association.







## Panel Three: The Business of Water

The third and final panel will focus on The Business of Water and will feature private and municipal water service providers discussing pricing, water efficiency, and the infrastructure backlog. We will hear about new water conservation strategies they are employing and best practices that are emerging to tackle infrastructure and compliance challenges. Panelists will share their thoughts on pricing of water, capitalizing infrastructure projects, privatization decisions and options, and recapture and reuse success stories.



### **G. Tracy Mehan (Moderator)**

*Principal,  
The Cadmus Group*

Tracy Mehan is a Principal with The Cadmus Group, an environmental consulting firm, since 2004. Mr. Mehan served as Assistant Administrator for Water at the U.S. Environmental Protection Agency from 2001-2003. He served as Environmental Stewardship Counselor to the 2004 G-8 Summit Planning Organization (2004). Mr. Mehan also served as Director of the Michigan Office of the Great Lakes (1993-2001) and as Associate Deputy Administrator of EPA in 1992. He served as Director of the Missouri Department of Natural Resources from 1989 to 1992.

Presently, Mr. Mehan serves on the Water Science and Technology Board and the Committee on the Mississippi River and the Clean Water Act for the National Research Council of the National Academies. He has also served as an independent expert judge for the Municipal Water Conservation Achievement Award Program (2006) sponsored by The U.S. Conference of Mayors and its Urban Water Council.

Mr. Mehan is a former board member for the Great Lakes Protection Fund and a current board member for the Great Lakes Observing System. Mr. Mehan is a graduate of Saint Louis University and its School of Law.



### **Brent Fewell**

*Vice President of Environmental Compliance,  
United Water*

Brent Fewell is Vice President of Environmental Compliance at United Water, where he is responsible for developing, implementing and maintaining the company's environmental compliance program for its operations throughout North America. Prior to joining United Water, he served as the principal deputy assistant administrator at the U.S. Environmental Protection Agency's Office of Water where he had responsibility for overseeing the development and implementation of all facets of the EPA's water programs. He also practiced environmental law with two of the

nation's leading law firms – Hunton and Williams in Washington, D.C., and Jones Day in Pittsburgh, PA. Earlier in his career, he worked at engineering firms where he managed a variety of environmental projects.

Mr. Fewell has a B.S in wildlife management from the University of Maine, a Master's in environmental management from Duke University and a J.D. from Duquesne University School of Law.





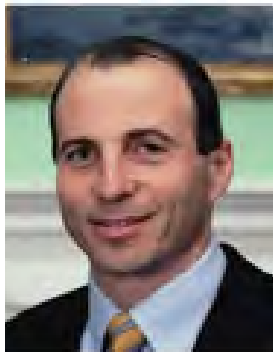
### **Tommy Holmes**

*Legislative Director*

*American Water Works Association*

Tommy Holmes is Legislative Director in the Washington office of the American Water Works Association. As Legislative Director, his duties include monitoring and analysis of legislative developments that affect the drinking water community, development of legislative positions, and development of AWWA testimony and other communications to Congress, all in coordination with the Water Utility Council and its Legislative Committee. He has been with AWWA staff since 1990, starting out as a writer and editor for the Government Affairs Office. He then transitioned to the position of Legislative Programs Manager, monitoring and reporting on a variety of legislative and regulatory affairs for AWWA members, and assisting association members in their communications with Congress.

Mr. Holmes is a former Capitol Hill aide and spent five years as a reporter, photographer and section editor for daily newspapers in Texas. He holds a BA and a Master of International Journalism degree from Baylor University, which included thesis work in South Africa. After undergoing training at Sandia National Laboratories in Albuquerque in June 2003, he became an instructor in risk assessment methodology for small and medium-sized drinking water system.



### **Jon Freedman**

*Global Leader, Government Relations*

*General Electric Power & Water*

Since 2005, Jon Freedman has been GE Infrastructure-Water Process Technologies' Global Government Relations Leader. In this role, he is responsible for monitoring and helping shape domestic and international water policies. In addition, he helps form technology collaboratives between GE Water and government entities. Mr. Freedman joined GE more than eight years ago as a Business Development Leader with GE Energy, where he initiated and led the acquisitions of three global water treatment companies that became the basis for GE's Water business. He then joined GE's Corporate Marketing Initiatives Group, reporting to GE's Chief Marketing Officer, where he was the project leader for GE's environmental business initiative now known as ecomagination.

Before joining GE, Mr. Freedman worked for Suez Group, both in the United States and in Paris, France. He received a B.A. from the University of Virginia, a law degree from William & Mary, and an M.B.A. in Finance from The Wharton School of the University of Pennsylvania.



### **George Hawkins**

*General Manager,*

*DC Water*

George Hawkins, General Manager of the District of Columbia Water and Sewer Authority (DC Water), was named to the post in a unanimous vote September 3, 2009 by the board of directors. With an operating and capital budget of nearly \$800 million dollars, DC Water provides drinking water delivery and wastewater collection and treatment for a population of more than 600,000 in the District of Columbia, as well as the millions of people who work in or visit the District. DC Water also treats wastewater for a population of 1.6 million in Montgomery and Prince George's counties in Maryland and Fairfax and Loudoun counties in Virginia. The Authority operates the world's largest advanced wastewater treatment plant at Blue Plains, with a capacity of 370 million gallons per day and a peak daily capacity of more than a billion gallons. DC Water's service area covers 725 square miles.

Prior to joining DC Water, Mr. Hawkins served as Director of the District Department of the Environment (DDOE), a \$110 million dollar agency with 300 employees. DDOE performs city, county and state environmental functions for the nation's capital. The agency is responsible for providing energy assistance to District residents; reviewing development applications for compliance with environmental requirements; monitoring and enforcing air and water quality standards; regulating the use and disposal of toxic substances; preserving the District's natural habitat for fish and wildlife; and developing and implementing stormwater management regulations to minimize runoff pollution into District waterways.

Mr. Hawkins began his career practicing law for the Boston firm Ropes & Gray, and is a member of the Bar in Massachusetts and the District of Columbia. He graduated Summa Cum Laude from Princeton University in 1983 and Cum Laude from Harvard Law School in 1987. Since 1999, Mr. Hawkins has taught Environmental Law and Policy for the Princeton Environment Institute at Princeton University.

In 2009, The Horinko Group launched its Water Division and committed itself to the overall effort of moving the water conversation more into the mainstream. We set a goal for ourselves that we would not engage unless we could demonstrate and add real value.

Initially, client interest had us focused on ecological services, the natural capital of aquatic systems, the infrastructure replacement backlog, and the desire to revitalize waterside communities to make them more livable. During our discussions, we attempted to deconstruct a variety of water issues and in doing so a few common themes or needs emerged that seemed to cut across or connect issues. These themes became early assumptions for us –

The lack of communication between decision-makers and practitioners can confound solutions to any given water issue.

Given the complexity and inter-jurisdictional nature of most water issues, the need for collaboration and resource leveraging is imperative.

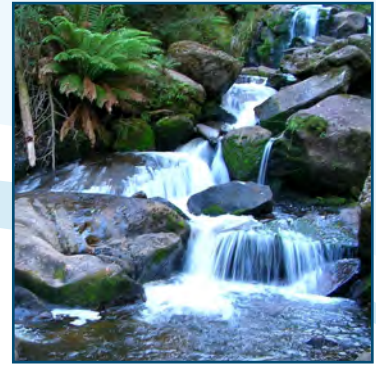
Securing our common water future is not so much top-down or bottom-up, but horizontal...promoting inclusion, transparency, and interdependence.

If choices between polluting and stewarding happen locally, then civic engagement and social learning to better inform the water conversation is crucial. Traditional expressions of public involvement is not enough, much broader and continuous civic engagement is called for to move us from being water users to becoming water stewards.

For watershed issues to matter on Main Street, not only does the public need to be more aware of the problems but the solutions have to be couched in terms that are socially relevant. Addressing water issues has to be viewed as central to producing a more livable community.

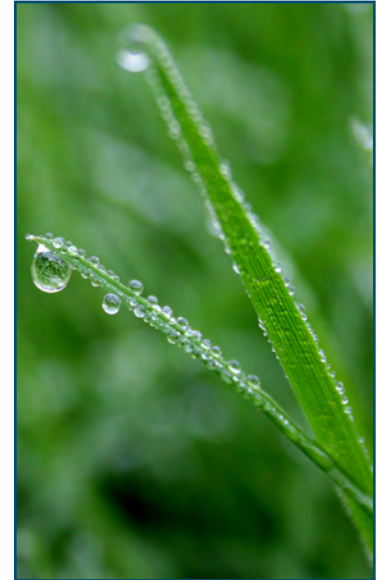
Demonstrations that are replicable, scalable, and create expectations of what is possible can play a powerful role.

Too much activity is driven by incentives that encourage shortsighted non-sustainable outputs that carry a high social cost and far too little true return. Results-driven goals must be set, and incentives established, that further those results.



Late in 2009, we crafted what turned out to be a draft 10-point plan that included what we saw as absolutes that demanded attention, what seemed possible, and where early outputs could be achieved. We agreed to commit our energy, enthusiasm, and a good portion of our marketing budget, to stir the water conversation and gain feedback on the assumptions we had made in our draft action plan.

To do this, we designed a series of events to afford us the opportunity to engage others, not to discuss our plan, but rather discuss the principles it was based on and to listen. On World Water Day in March 2010, we unveiled our Water Division website ([www.water.thehorinkogroup.org](http://www.water.thehorinkogroup.org)) to call attention to our philosophy and vision, our intentions for 2010, and events and activities of others in the water sector. We also wanted a place where we could post our progress and findings, allowing others to track the conversation. Certainly, an expected and realized benefit of hosting these events were their value in allowing us to test and refine many of the assumptions we made in our original draft action plan.



In the months to follow, we further refined our draft 10-point plan document and distributed it to a number of colleagues for informal peer review. We also conducted a number of interviews about specific objectives in the plan and how they might be advanced in 2011 and have now finalized the document, entitled, Promoting the Sustainability of Our Nation's Water Resources, included in this program.

Our goal was to create something actionable in the near-term and to foster a sense of urgency and opportunity for putting measurable results on the ground as a catalyst for broader and larger contributions by local and regional actors. We have not turned our back on pressing infrastructure needs nor have we moved away from the need for regulatory programs that work. But, for these water sector needs to become socially appreciated and relevant, their importance needs to be more effectively demonstrated and communicated – this is where we are putting our emphasis and call for early outputs.

During 2011, we continued our outreach activities, expanded our water salon series, hosted several webinars, and both promoted and assisted our partners with similar efforts. We hope you will each take a moment to study our approach. We are working at the community level and there is a great deal of energy and untapped capacity out there. We simply need a convergence of effort.

We hope to hear from you if we can be of assistance and add our voice to yours.



# Promoting the Sustainability of Our Nation's Water Resources

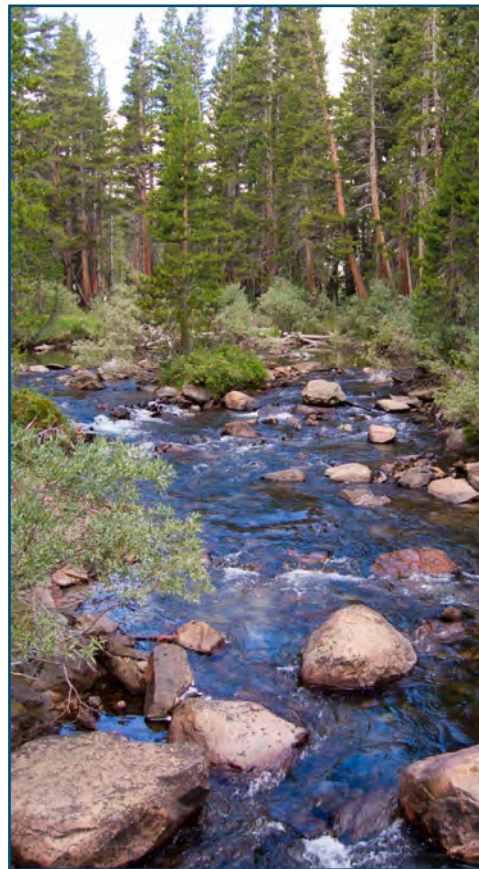
## A Launching Device To Demonstrate Early Outcomes

January 2011

### *Securing Our Water Future*

The Horinko Group's Water Division and its partners have closely examined the imperative and opportunity to bring together programs that influence resource outputs on both private and public lands and waters. It is our belief that we are approaching a tipping point where collective water resource interests and concerns can gain traction and common direction, eventually culminating in a National Water Strategy and perhaps more importantly a commitment to scalable action and system outcomes.

In order to be functional and effective, a National Water Strategy for the United States must be founded on the principles of collaboration, civic engagement, and community-based grassroots recognition of the importance of source protection and control. A civic commitment must be fostered to move us into an era of resolve regarding the stewardship of our nation's water resources. We must acknowledge the nexus of water, land, energy, and the economy, and the central role of this connection to the environmental health and economic future of our nation. Ultimately, water resources sustainability can only be attained if water quality and regional water availability are addressed in a manner that is measurable, effective, and holistic.



### *Integration of Water Resources Management – The Starting Point*

Initially, an integrated framework of existing federal water resources management programs will need to be established. More often than not, federal resource managers are engaged in fragmented, yet overlapping, water practices and programs. Only by moving away from the current piecemeal, stove-piped approach can we ensure long-term water resources sustainability utilizing a federal platform that encourages civic, community, and corporate stewardship.

The White House's Council on Environmental Quality (CEQ) and the Congressional Science and Technology Committee, in collaboration with the Interstate Council on Water Policy, could provide a guiding hand in shaping the preliminary structure for achieving integration across the federal sector. A foundational piece of this structure is currently in place – the established Healthy Watersheds Initiatives of the US Environmental Protection Agency (EPA) and the US Department of Agriculture's Natural Resources Conservation Service (NRCS).





From this starting point, additional structure can be built out horizontally to fully incorporate other Federal programs, including the US Army Corps of Engineers (USACE), the US Fish and Wildlife Service (USFWS), the Bureau of Reclamation, the Tennessee Valley Authority, and the Federal Emergency Management Agency (FEMA). These federal agencies would be greatly served, and be able to better serve, by advancing informed decision-making, utilizing scientific support from the federal laboratories, the Cooperative Ecosystem Studies Units, and major land grant universities. Community colleges could assist with educating the local community about water issues, while anchoring the effort to advance green technical job training at the community level.

This overall effort must recognize the importance of regional networks of governance to accomplish on-the-ground results, flexibility, and efficiency of an adaptive management systems approach. Therefore, a meaningful role should be established for communities and non-governmental agencies. Informed grassroots consensus on goals, both on establishment and methods of attainment, is critical. This level of consensus must reflect commonly held community values and aspirations promoting the stewardship of water and our aquatic ecosystems and its link to more livable communities. These goals and values must serve as the driver for community participation in near-term, output-driven results.





## ***10 Actionable Objectives – Establishing a Foothold, Identifying the Path Forward***

The following recommended 10 Actionable Objectives would utilize existing institutional frameworks as a launching point. Tackling near-term objectives that are measurable would build community and practitioner confidence. We believe the integration of these ten components could evolve into a system-based, regionally governed, integrated platform of stewardship.

### **1 | Water Resources Development Planning**

The White House's CEQ is currently leading a benchmark update of the Principles and Guidelines utilized by USACE for Federal Water Resources Development planning. A federal standard could emerge that could be employed across the federal sector. New standards must better account for the social costs attendant to projects. Projects must be viewed in a system context and advance system values. Ecological services and sustaining the natural capital of aquatic ecosystems must be effectively accounted for and valued.

### **2 | Integration of Federal Programs**

Active and immediate measures must be taken to ensure that all federal water programs are effectively integrated across the public sector. Discussion has occurred to select and anoint a single agency with primary governance of aquatic ecosystems. This effort would result in considerable pushback, confusion, and require significant retooling of current institutional arrangements at the federal level. By comparison, integrated water resource management with a commissioned approach to regional networked governance could mobilize earlier results without loss of current capabilities and expertise. Resource planning objectives should be measurable and not limited to traditional place-based actions, but rather promote system process-based approaches implemented within an adaptive management framework. Basin, sub-basin, and reach plans need strong federal and regional advocacy. Reach planning and project priorities cannot be set by special interest agendas advancing constituent and funder-friendly projects too often mislabeled as stewardship and restoration. In the future, plans must be informed by science, and designed for affordability, low maintenance, and long project life with outputs directly linked to scalable outcomes and a goal of system resilience.

### 3 Establishment of Specific Authority

Reauthorization of existing USACE Civil Works Water Resource Development Projects should be pursued, adding water quality and water supply to the currently authorized project purposes. Greater emphasis should be placed on water quality, shifting the public works focus from simple water quality compliance to water resource stewardship. A separate water supply authority could become a strong water availability mandate that repositions USACE to advance a more natural hydrologic condition. This authority would not limit itself to meeting the demand for industrial, agricultural, and municipal uses but would balance a consideration of water availability critical to maintaining system ecological services. Managing for water availability would further enable USACE to build on past experience with localized operational Environmental Management of navigational pools and flood control reservoirs and Corps stewardship of operational projects lands that can and do provide an important buffer function to foster greater protection of project waters and water capture by infiltration of permanent vegetative cover. Reauthorization with a focus on ecological services necessary to deliver water quality and quantity will encourage a beneficial shift in program emphasis favoring long-term water resources stewardship and ensure that USACE outputs achieve desirable system-based outcomes.

### 4 Floodplain Management

If we are going to revitalize our nation's river systems, we must better protect the floodplain. USACE, FEMA and State Floodplain Managers are engaged in a dialogue to update and reenergize the spirit of Executive Order 11988 on Floodplain Management. Remaining undeveloped open space is the last line of defense for infiltration, flood storage, and forest recovery to support carbon sequestration and improve water quality while reducing losses due to recurrent flood damage. There must be an increased recognition of the importance of floodplain hydrology and land cover in overall river health.

The benefits of traditional local flood protection works cannot outweigh the broader social cost attendant to incentivizing development in areas that are either flood prone and subject to recurrent losses or require significant annual operational commitments to maintain their state of flood protection and preparedness. We need to thoughtfully test past assumptions regarding public subsidy of federalized flood insurance when 95% of the continental United States lies above the 100-year floodplain. Public investment to push additional human development into the remaining 5% land base that makes up our important riparian stream corridors has to be seriously questioned and a moratorium on such activity considered. Our past uses of floodplains stands as a classic example of shortsighted, non-sustainable behavior.



## 5 Recognition of the Importance of Federal Open Space Footprint

Formal recognition of the valuable role that federally managed lands play in riparian corridors is necessary. Federal open space, in addition to state and local parks, provide significant economic benefit to waterside communities that are promoting nature-based tourism while also providing an important protected corridor of permanent vegetative cover and water quality buffer. An example can be found along the Upper Mississippi River (UMR). Federally owned floodplain tracts along the UMR, though fragmented, are managed principally by two federal agencies, the USACE and USFWS, exceeding 300,000 acres in fee title, much of which is forested. However, funds allocated to manage these public lands have been minimal and certainly not reflective of the important function they play in anchoring stewardship of the overall corridor.

Lands management and stewardship efforts on these federal lands in the floodplain will ensure we maintain a baseline buffer of healthy floodplain forests and ecological return. A greater portion of floodplain terraces would benefit from reforestation to restore species diversity but also to increase infiltration. Efforts by FWS and USACE on public lands could be effectively integrated to USDA-NRCS Conservation Program improvements on adjacent private lands. This would create a foothold for integrated water resource management that begins with sound soil management promoting source control of non-point sources of water quality contaminants while also providing habitat and open space. Public lands stewardship should align with and support private lands programs, creating important incentives and opportunities for state and local government, NGOs, and private individuals to assist in efforts to reforest a greater portion of major floodplains.

## 6 Farm Practices – New Incentives for Sustainability

Historic agricultural practices and programs must be reexamined. The recently announced NRCS Healthy Watersheds Initiative and Farm Bill Program could present the agricultural industry and family farmer with a new generation of sustainable incentives that may prove workable for landowners. Traditional crop production in our floodplains should be reviewed and new farmer and taxpayer friendly outputs examined including nutrient farming to establish a market for water quality trading.





## 7 Compliance Enforcement

The USEPA and their regional and state counterparts must establish a stronger presence to achieve state water quality compliance to lessen the sources of water quality impairment. Strong federal leadership in data collection and monitoring, both on the quantitative and qualitative side, will be essential. A greater focus on nutrients in farm conservation programs and in the implementation of numeric criteria for water quality standards and permitting will also be a critical component. Watershed-based permitting should be considered to capture multiple environmental benefits as well as cost savings in both the rural and urban contexts. Targeting combined sewer overflows with storm retention, encouraging communities to invest in green infrastructure, and advancing catchment planning is imperative to the maintenance of regional water quality. By establishing effective incentives, existing enforcement programs can be expanded to address non-point sources of impairment, while simultaneously providing pollutant reduction incentives.

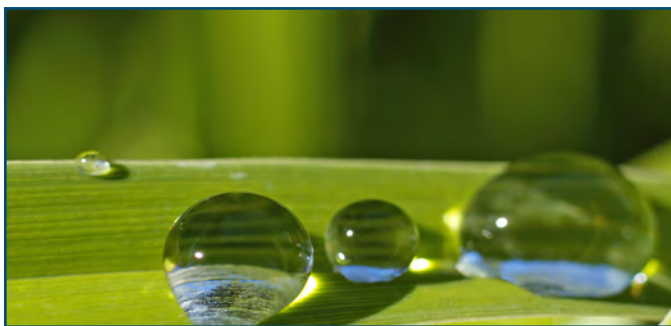
## 8 Civic Engagement and Water Awareness – Moving Beyond Public Involvement

There must be an elevation of the popular awareness of water resources functions, values, and concerns. An earnest campaign of civic engagement and social learning must be aggressively pursued to expand the water conversation and improve watershed literacy. As more individuals and interest groups join the water conversation, a commitment should be made to ensure they can effectively contribute and inform the conversation. Likewise, our leaders need to become more water wise. Communities must move beyond the role of water users and become informed water stewards.

Social capital, as it applies to water stewardship and individual and civic responsibility for our common water future, are under-appreciated in their importance. This effort should extend to bringing a water resources curriculum into our schools to foster next generation water leadership at the community level. Such a curriculum should be vetted, piloted, and marketed to school administrators. The curriculum could foster improved math and science literacy and encourage pursuit of engineering and science careers making our students more competitive, our communities stronger, and the next generation more sustainably focused.

## Community Livability and Grassroots Water Leadership

Thoughtful consideration must be given to the role that trusted community institutions and leaders can play in presenting the water story in a socially relevant context. A sustainability network of river basin community colleges could be established to support green job training around the protection and management of our water assets. A large iconic system like the Mississippi River Basin could present a great starting place to test drive and refine this approach. It is recommended that a community college network be linked to major land grant universities in river bordering states, and then further linked to the Great Rivers, Great Lakes, and Gulf Coastal Cooperative Environmental Study Units, and Federal water resource professionals. This group could make a major contribution toward bringing the principles of a healthy watershed and a grassroots perspective to bear on building more livable communities that in turn could promote communities reconnecting with their water resources in more resource compatible ways. State universities should build on such efforts by encouraging students to pursue science and engineering degrees to further advance national excellence in these highly sought-after fields.



## Realizing the Potential of Our Nation's Water Systems as Travel Destinations

We should endeavor to make our nation's aquatic ecosystems iconic destinations for nature-based, resource compatible tourism. Establishing and promoting gateways to water-based outdoor experiences can at once build a greater appreciation for the cultural and natural heritage of our natural water features, while also creating a greater sense of place among the people who live closest to major water features and have perhaps the most vested in securing their future. We should give more thoughtful consideration to the role that campaigns like the Discover America Partnership could have toward this end, while working closely with the US Travel and Tourism Advisory Board, the Department of Commerce, and the Businesses for Diplomatic Action Initiative to establish and promote water-based destinations for foreign travel. The Department of Commerce should be more actionably positioned to assist local communities to establish and market their waterside communities within a consolidated, regional approach. Expertise in destination marketing and brand building must be offered to reestablish America's brand as a leisure travel destination. Water-based leisure travel experiences are highly sought after by domestic and international travelers. Communities should be provided with informational tools that educate their citizens on the value of tourism as an alternative economic base.

It is recommended that a hearing overseen by the Congressional Committee on Science and Technology and the Tourism Caucus be conducted to gain stakeholder and water resource practitioner input in bringing this discussion forward to actionable recommendations.

### ***Sustaining the Natural Capital of Our Aquatic Ecosystems – The End Game***

Over the past twenty-five years, much deliberation has taken place to sustain the natural capital of our water resources, resulting in a growing list of regional expressions of restoration, reclamation, and rehabilitation. Too often, these efforts are placed-based rather than natural process-based. Because of the work of dedicated water professionals, we now have a better understanding about what works and what does not, further reinforcing the importance of replicability, scalability, and resilience. However, sufficient attention to performance analysis continues to be sorely lacking. Many of the outputs have not contributed to scalable outcomes. Efforts have been fragmented, without recognition of cumulative effects, bearing extraordinary capital and operational costs that produce local outcomes that are not sustainable.

While these project outputs have provided important opportunities for collaboration, public awareness, and lessons learned, we now must take the next step to harness this information and apply it in a systems-wide context with a programmatic approach to interjurisdictional stewardship. Individual project planning must transition into thoughtful reach planning, employed using principles of adaptive management and adhering to long-term stewardship objectives. Only when incremental efforts are undertaken that are system-based and informed by sound science, performance analysis, and implemented with an adaptive management approach will our best efforts on behalf of our nation's water resources and their recovery and sustainability gain a lasting foothold.

Thoughtful recognition must be given to the economic driver that eco-based tourism offers in rural landscapes and waterside communities. As more international and domestic leisure travelers seek heart-healthy, nature-based recreational destinations, the nation's waterside communities are emerging as significant travel destinations, and an economic engine of community revitalization. Redirection of funding priorities within many federal programs could immediately aid in rebuilding America's brand as a travel destination.

A civic engagement process that reaches deep into watershed communities to inform and engage the citizenry should be developed to enrich the water resource conversation and ensure grassroots ownership of the entire undertaking. Only through community education, public support, and a public watershed awareness campaign will sustainable outcomes be assured.

America is a maritime nation. Our lakes, rivers, bays, and estuaries are national assets and should be afforded respect and proper stewardship. We are well into the 21st century and have yet to advance a popular dialogue on the importance of a strong water future founded on a basic understanding of what is needed, what is sustainable, and the sequencing of a sustainable response.

There are many voices joining the water conversation, and the federal government should assume a leadership role in fostering this civic spirit and dialogue. Nothing could be more timely than beginning a sustained effort to thoughtfully steward our nation's water resources.



Ann Mills, USDA Deputy Undersecretary of Natural Resources and Environment, provides opening remarks at March 15 Farm Bill Salon



## Past Dialogues

### Water Resources Summit 2010

*(Program and proceedings available on our website)*

#### ***“Sustaining Our Water Resources Through Collaboration: A Summit Connecting Water Leaders Across Watersheds”***

April 13, 2010

Washington, DC

Nearly seventy leaders from public, non-profit, and private-sector water organizations gathered at The Horinko Group’s offices in Washington, DC to hear about ways that these entities are collaborating to promote sustainable outcomes for water. Case studies about collaborative efforts on iconic water systems, including the Chesapeake Bay and the Mississippi River, as well as examples fostered by the federal government (the U.S. Army Corps of Engineers, the U.S. Environmental Protection Agency, and the Federal Emergency Management Agency ) were presented to provide examples of public-private partnerships that can serve as collaborative models and exemplars. The general tone of the discussion addressed challenges in policy and governance in sustaining our water resources and accounted for the role that communities and individual civic responsibility will play in the future. The Horinko Group convened this summit to further the conversation about ways to enhance the economic, environmental, and social sustainability of the nation’s water resources, collaboratively.



Chuck Fox, former head of EPA’s Chesapeake Bay Program, serves on a panel at the Water Division’s First Annual Water Resources Summit taking place on April 13, 2010 in Washington, DC

### Water Resources Webinar Series

*(Each free webinar recording available on our website)*

#### ***“Clean Water Act Regulation Following Rapanos: Clear as Mud?”***

July 27, 2011

This webinar was intended for water resources professionals, state and federal regulators, industry, legal community, state and local community planners, and NGOs interested in the future of the Clean Water Act.

*Panelists: Marianne Horinko (moderator), President, The Horinko Group; Beth Pitrolo, Assistant District Counsel, U.S. Army Corps of Engineers, St. Louis District; David Evans, Director, Wetlands Division, U.S. Environmental Protection Agency HQ; Deidre Duncan, Partner, Hunton & Williams; Jon Devine, Senior Attorney, Water Program, Natural Resources Defense Council*

## ***“The State of Flood Risk Reduction in the United States”***

May 4, 2011

This webinar was intended for water resources professionals, local community planners, local officials, NGOs interested in the future of floodplain management, political scientist students, and educators. state and federal regulators, county floodplain program managers,

*Panelists: Sam Riley Medlock (moderator), Policy Counsel, Association of State Floodplain Managers; Sandra Knight, Deputy Administrator Federal Insurance and Mitigation, Federal Emergency Management Agency; Alex Dornstauder, Deputy Director for Homeland Security at U.S. Army Corps of Engineers; Larry Larson, Executive Director, Association of State Floodplain Managers; James Fiedler, President, National Association of Flood and Stormwater Management Agencies; Andrew Fahlund, Senior Vice President for Conservation, American Rivers*



## ***“Positioning Waterside Communities as Tourism Gateways to America’s Great Outdoors”***

January 19, 2011

This webinar highlighted efforts currently underway to establish tourism centered on water-based destinations, as well as the potential economic impacts of such efforts. The panel explores the role that federal and state government can have to better assist local communities in marketing their waterside communities within a consolidated, regional approach.

*Panelists: Brett Stawar (moderator), President/CEO Alton Regional Convention & Visitors Bureau & Chairman of the Meeting of the Great Rivers National Scenic Byway; Ron Erdmann, Deputy Director, U.S. Department of Commerce, Office of Travel & Tourism Industries; Jan Kostner, Deputy Director of Tourism, Illinois Department of Commerce and Economic Opportunity, Illinois Office of Tourism*



## ***“Raising Water Resource Awareness and Engaging Next Generation Water Leaders”***

In Partnership with the Security and Sustainability Forum (SSF)

November 16, 2010

An expert panel of outreach and education practitioners described an inter-organizational, community-based effort to raise water resource awareness and watershed literacy across student and adult populations with program offerings for middle school students, leadership training for high school students, undergraduate and graduate internships and work experiences, and public water-themed special events that educate and entertain.

*Panelists: Dr. Patty Hagen (moderator), Executive Director, The Audubon Center at Riverlands; Kimberly Rea, Director of Interpretive Services, Rivers Project, US Army Corps of Engineers; Marcia Lochmann, Director, Office of Sustainability, Lewis & Clark Community College; Rebecca Steiner, Environmental Educator, National Great Rivers Research and Education Center*

### **“Civic Engagement for Rivers”**

In partnership with SSF  
October 20, 2010

An expert panel of public engagement practitioners described new approaches for effectively broadening grassroots participation to address common water resource challenges. Concepts discussed include innovative civic engagement processes and tools that are inclusive, transparent, informative, empowering, and build common understanding among disparate groups.



*Panelists: Anne Lewis (moderator), Founder, America’s Waterway; Robyn Colosimo, Deputy Associate Director for Natural Resources, White House’s Council on Environmental Quality; Dr. Carol Lukenmeyer, Founder and President, AmericaSpeaks; Tim Bonnemann, Founder and CEO, Intellitics, Inc.*



### **“Bottomland Ecosystem Restoration”**

In partnership with SSF  
September 18, 2010

An expert panel of practitioners linked scientific expertise to specific practical management solutions. Observations were restoration issues in an effort to direct participants toward offered based on aquatic ecosystem case studies exemplifying both successes and failures encountered when applying ecosystem restoration techniques to real world management scenarios in large river bottomland ecosystems. Presented information revealed principles and practices directly applicable to adaptive management of natural systems.

*Panelists: Patrick S. McGinnis (moderator), Water Resource Team Leader, The Horinko Group; Charles Deutsch, Supervisory Wildlife Biologist, Rivers Project, US Army Corps of Engineers; Dr. Lyle Guyon, Terrestrial Ecologist, National Great Rivers Research and Education Center*

### **Water Resources Executive Salon Series**

(Program and proceedings available on The Horinko Group’s Website)

### **“The Next Farm Bill: New Opportunities for Environmental and Agricultural Sustainability”**

March 15, 2011  
Washington, DC

Keynote address by Ann Mills, Deputy Under Secretary, U.S. Department of Agriculture; Moderated by Mark Gorman, Policy Analyst, Northeast-Midwest Institute

This salon explored the history of the Farm Bill and covered the current realities surrounding our nation’s agricultural subsidy and conservation programs. Programs highlighted include the USDA’s Healthy Watersheds Initiative, as well as complimentary efforts underway within the public and private sectors. The culmination of these many efforts may present the agricultural industry and family farmer with a sustainable path forward that proves workable for landowners.



### ***“Engaging the Public for River Sustainability and Livable Communities”***

October 25, 2010

Alton, IL

Special Guests: Anne Lewis, Founder, America’s Waterway; Todd Ambs, President, River Network; Theo Brown, Senior Associate, AmericaSpeaks

Held along the iconic Mississippi River, this discussion continued the exploration of civic engagement as a means for river sustainability and livable communities. Because they offer multi-level decision-making and shared-visioning capabilities, various public engagement approaches allow for and build on the complexity of issues and values. Perhaps more importantly, this developing body of knowledge offers ways to address whole water systems, eliminating cost and geographic barriers that restricted past decision-making.

### ***“Addressing Water Issues and Finding Common Direction through a Social Capital Framework”***

August 31, 2010

Washington, DC

Special Guest: Dr. Stephen P. Gasteyer, Assistant Professor of Sociology, Michigan State University

This Water Salon discussed how a social capital framework model could be applied to analyze water problems and needs and guide efforts for civic engagement and improving popular water resource awareness. In his presentation, Dr. Gasteyer addressed how social capital can be used to raise awareness and advocacy for water resources issues and problem-solving approaches, as well as the resources available to do so.



October 25, 2010 Water Salon, Engaging the Public for River Sustainability and Livable Communities, taking place at the Great Rivers Museum in Alton, IL

### ***“Water Managers and Decision Makers: Searching for Synergy”***

June 15, 2010

Washington, DC

Special Guest: Dr. Gerald E. Galloway, retired U.S. Army Corps of Engineers Brigadier General

Dr. Gerald E. Galloway presented the cross-cutting issue of the “Dilemma of the Water Box,” a concept he contributed to in “Getting Out of the Box – Linking Water Decisions for Sustainable Development,” from the United Nations document, Water in a Changing World. This dilemma describes water professionals as often times being “inside the box,” disconnected from decision-makers who are outside the box and yet who make or influence decisions regarding the allocation of human and financial resources necessary to meet water challenges.



Dr. Galloway addresses the crowd at the June 15, 2010 Water Salon in Washington D.C.



The Horinko Group proudly supports and serves on the Board of The Water Resources Action Project, Inc. (“WRAP”), formed in November 2009 as a not-for-profit organization whose goal is to improve water quality for under-served communities in the Middle East. Its approach is technical and operational, with an emphasis on practical means to improve public health and the quality of life. The volunteer effort is working to build water resources through leadership and science. The membership is drawn from a broad range of political, ethnic, and religious backgrounds, and it operates with strict political, ethnic and religious neutrality.

WRAP’s pilot project, the installation of a rain collection facility in the Sur Baher Girls School in the underprivileged neighborhood of East Jerusalem, was completed in February 2011. As a joint venture with Friends of the Earth Middle East (FoEME), the installation collects rain water during the rainy season, stores the water in barrels, and, uses it for toilet flushing. The project has resulted in lower water costs for the school and less dependence on municipal water. A simultaneous educational component is part of the project, provided by FoEME and the East Jerusalem Only Green Environmental Center.

Following the successful completion of the pilot project, WRAP plans to undertake similar installations, coupled with environmental education, in underprivileged schools in East Jerusalem and Palestine, where there is an absence of reliable municipal water.



May 19, 2011 Dedication of WRAP Pilot Project, Sur Baher Girls School, East Jerusalem. Pictured (left to right) – Zoubaida Salman, School Instructor, Sur Baher Girls School; Fuad Abu Hamed, Founder, Only Green Environmental Center; Naomi Sur, Deputy Mayor, Jerusalem



Gidon Bromberg, Co-Director of Friends of the Earth Middle East organizes *Save the Dead Sea* public awareness event on May 21, 2011 in Ein Bokek, Israel. Julie Weisman, Brendan McGinnis, and Bob Cole, Founding Members of the Water Resources Action Project, participated while overseas for the group’s May 19 pilot project dedication.

The pilot project was funded by contributions made by WRAP’s Regular Membership, friends and family. Building on its initial efforts, WRAP intends to seek additional funding from government, NGO, and foundation sources.

For additional information on WRAP or to become involved, please visit: [www.wrapdc.org](http://www.wrapdc.org).



UNITED NATIONS ASSOCIATION  
*of the United States of America*  
A PROGRAM OF THE UNITED NATIONS FOUNDATION



**The 2011 Water Resources Summit has been selected as a featured program of this year's UN Association's Water Week.**

In 1947, the United Nations General Assembly declared October 24th, the anniversary of the Charter of the United Nations, as which "shall be devoted to making known to the peoples of the world the aims and achievements of the United Nations and to gain their support for" its work. In 1971, the United Nations General Assembly adopted a further resolution (UN Resolution 2782) declaring that the United Nations Day shall be an international holiday and recommended that it should be observed as a public holiday by all United Nations Member States.

Geoscope is an accredited full service laboratory where a wide range of analytical services are available including the organic and inorganic analyses of drinking water, groundwater, wastewater and soil. As the first Black Woman Owned Environmental Laboratory of its kind in the United States, Geoscope is an historic and extremely active member of the water related private sector. As such, it is dedicated to working with a broad spectrum of agencies in order to help ensure successful water governance and advocacy.

Geoscope Environmental Laboratories has partnered with the United Nations Association over the past 3 years during their UN Celebrations to incorporate programs related to global issues on water, sanitation, governance, capacity building and agriculture.





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