

January 24-25, 2007 OWEB Board Meeting
Executive Director Update #C5: 2006 Biennial Conference

Background

The 9th Biennial Conference “Communities Working for Healthy Watersheds” was held October 25-27, 2006, in Seaside, Oregon. Attendance totaled 394 people, including OWEB staff, board, speakers, and presenters. Attendance increased from the 8th Biennial Conference in 2004 where 310 people attended.

Conference Evaluations

Conference evaluations are summarized in Attachment A. The evaluations were very positive.

Fundraising

Conference fundraising efforts were extremely successful. OWEB budgeted \$25,000 for the conference. This year, we raised \$35,750 from sponsors to match OWEB’s contribution. Wine donations were also received from seven Salmon-Safe vineyards. A list of conference sponsors and the amounts contributed is contained in Attachment B. Several Board members successfully solicited funds from their agencies and organizations, which contributed greatly to the success of our fundraising efforts.

The Oregon Lottery generously sponsored the Biennial Conference by providing a \$10,000 contribution. The Lottery also provided each council and district with certificates of appreciation, and provided gloves, note cards and memo pads to conference attendees.

The conference came in under budget and OWEB will have a residual fund from the conference account to assist with the next biennial conference expenses.

Attachments

- A. Conference Evaluations Summary
- B. Conference Sponsors



OWEB 9th Biennial Conference

October 25-27, 2006

SUMMARY EVALUATION

Rate the following: **5 = excellent, 4 = above average, 3 = good, 2 = poor, 1 = cannot judge**

- 3.62 Overall quality of the pre-conference promotional materials
- 3.75 Information received at the conference (session handouts, exhibitors)
- 3.86 Quality of the exhibits
- 4.16 Overall organization of the conference
- 4.21 Conference location and meeting facilities
- 4.15 Conference registration procedure
- 3.54 Quality of the food and snacks

Please rate the sessions you attended using the same scale as above:

Track A

- 3.23 Restoration at the Urban Interface
- 3.86 Lessons Learned from Stream Projects
- 3.70 Juniper Management
- 4.00 Upland Habitat Restoration
- 4.20 Watershed Enhancement in Areas with Altered Fire Regimes
- 3.71 Application of the Proper Functioning Stream Condition Methodology
- 4.80 Aquatic Invasive Species

Track Average 3.54

Track B

- 4.19 The Future of the Oregon Plan
- 4.21 Connecting Restoration with Community and Economy
- 4.13 Marketing Healthy Watersheds
- 4.00 Building Cooperative Partnerships
- 2.67 Funding for Cooperative Projects
- 3.25 Community Learning Strategies
- 3.70 Keeping Board and Volunteers Involved

Track Average 3.93

Track C

- 3.23 Statewide Restoration Priorities
- 3.88 Prioritizing Fish Habitat Restoration Projects
- 3.92 Local Restoration Priorities
- 3.43 Local Restoration Priorities
- 4.71 Estuarine Restoration Priorities
- 3.44 Salmon Recovery Planning
- 3.63 Coastal Coho Recovery Plan

Track Average 3.75

Track D

- 4.75 Using Volunteers for Monitoring
- 4.29 Effectiveness Monitoring in the Northwest
- 4.00 Effectiveness Monitoring at the Local Level
- 4.38 Selected Natural Resources Information and Data Demonstrations
- 3.20 Watershed Restoration Data Used by OWEB
- 4.33 Effectiveness Monitoring in the Future
- 4.33 Want Some Help Designing an Effectiveness Monitoring Project?

Track Average 4.18

Track E

- 4.25 Building and Maintaining Community Interest and Involvement
- 3.45 Developing a Successful Restoration Grant Application
- 3.60 Project Management
- 3.50 Effective Communication
- 3.76 Communicating with Legislators and Local Officials
- 4.00 Outreach Event Management
- 4.11 Working in Wetlands

Track Average 3.81

Field Trip

- 4.5

OWEB Biennial Conference 2006 Written comments – organized by topic

The following are comments as received with minor editing for clarity.

Which speaker provided you the most helpful information?

A total of 34 people responded. Several people received more than one accolade, including:

Sam Chan was most inspirational – IIIII
Neil Maine - inspirational! – III
Michael Shellenberger – II
Janine Salwasser – II
Flaxen Conway - II
The Nature Conservancy - conservation marketing/survey work - II
David Metz - Marketing Healthy Watersheds - II
Sandra Coveny on connecting w/ the ag community on economic issues - II

Fifteen individuals received one vote each.

John Runyan
Elected officials and house (legis. committee) staffers—Communicating with Legislators
All panelists in Communicating with Legislators
Dan Bottom
Tony Olsen
Outreach Event Speakers
John McDonald
John Moriarty
Guillermo Giannico
Dana Erickson
Jeff Oveson
The River Network folks
Bob Kinyon
Coho Conservation recovery plan panel
Bobby Cochran from Clean Water Services
Jennifer Martin from Owyhee WSC
Local Restoration Priorities #1
Mark Trenholm
Ron Wiley
Linda Boyer

Miscellaneous comments

Speakers on "funding for cooperative projects" They actually spoke according to the "title" of class session! I learned about funding available and for what projects.
No one speaker stands out, but I appreciated the reps at the exhibit tables & that they came willing to share and learn.

Connecting Restoration w/Community & Economy was the best session.
James Honey & council coordinators & River Network Event management panels was great, as was communicating with local officials session

What is the most useful thing you learned at this conference?

Comments about networking

Networking with other councils was very useful and informative

OWEB is adapting for the future and helping us learn how to better market ourselves and the Oregon Plan

Networking with other outreach and education professions.

Different views and people engaging their opinions.

The extent of work that JM2 (John Moriarty and John McDonald) are doing to promote districts & councils.

The fact that they are working together is so important.

So many people & organization from many diverse watersheds coming together to share information & learn from each other & help each other succeed. That's so cool.

Comments about data

Other efforts to make data accessible and permanently stored

Funding

Given the myriad responsibilities, projects and monitoring expected of councils, there is no way we can survive without increased OWEB funding or diversifying

Inspiration

Growing capacity for organization/councils, developed potential partners for our work and that I received a reactivation of regeneration of energy toward this cause to the mission of WCs and SWCDs and improving watershed health.

That watershed councils are doing great work and we need to keep our councils focused and excited.

Restoration and monitoring

Effective monitoring in the future - putting together monitoring as part of the restoration plan.

The many methods of establishing priority for restoration activities

Tracy Bosen with Interlocking Software has a program for managing restoration projects and reporting that would save us all a ton of time.

More about effectiveness monitoring - how to approach it & apply for funds

The Nature of Watershed Councils

That WCs are very diverse across the state, while we may have similar conservation objectives, political perspective & direction vary greatly. The stereotype is that we are all left in our thinking but this is not the case.

Communication

The importance of effective communication and transparent strategies are crucial to success of the Oregon Plan.

Volunteers

How to "view" volunteers and make them feel appreciated

Miscellaneous topics

Organizers need to monitor the volume of speakers - especially the dinner speaker 50% of what was said was inaudible due to room noise.

Inspiration.

Juniper management – two notes

How to lobby

There is such a large number of people, agencies & organization working on water quality, fish recovery and water Issues.

Clearly define roles

To design job descriptions

Event Mgmt. session gave a generous look at very successful programs at councils

Field Trip

That there is a force for development of community based conservation efforts.

The value of partnerships!

More insights on restoration prioritization & recovery planning

Better opportunities for attracting/retaining volunteers; most of all, the huge effort/thought on networks/coops for local sustainable ag and nature resource products to hit the [market]

All the outreach sessions were great to see on the schedule - some less informative than others but good recognition of an important topic.

Messaging lessons

Not one thing. This is all new to me, so a lot of new information.

Contacts made with similar orgs.

A lot of useful information was floating around during the conference, but not always in the class sessions.

Less than 50% of people know what the Oregon Plan is

Meeting other people involved in the Oregon Plan

That councils are doing great things w/very little \$\$

That councils and SWCD need to continue working together

Meeting other people in similar positions and networking

Communicating with Legislator tips

Measure 66 will sunset in 2014; there is more to restoration than salmon

That OWEB is starting to address uplands & non-fish

Marketing & communication for councils are necessary skills to have!

2006 OWEB Conference Sponsors

Organization	Amount
BASIN \$5,000+	
Oregon Lottery	\$ 10,000.00
SUBBASIN \$5,000-9,999	
Northwest Power and Conservation Council	\$ 5,000.00
WATERSHED \$1500-4,999	
Ducks Unlimited	\$ 1,500.00
Environmental Protection Agency	\$ 1,500.00
Lone Rock Timber	\$ 1,500.00
Oregon Forest Resources Institute	\$ 1,500.00
Oregon Trout	\$ 1,500.00
Portland General Electric	\$ 2,000.00
USDI Bureau of Land Management	\$ 2,500.00
STREAM \$500-1,499	
Confederated Tribes of the Grand Ronde	\$ 500.00
David Evans & Associates	\$ 750.00
ESA Adolfson	\$ 500.00
Metro's Nature in Neighborhoods Initiative	\$ 500.00
Oregon Department of Fish and Wildlife	\$ 1,000.00
Oregon Department of Forestry	\$ 1,000.00
Oregon State University Extension Service	\$ 500.00
Oregon Wildlife Heritage Foundation	\$ 1,000.00
River Network	\$ 500.00
Trust for Public Land	\$ 500.00
US Fish & Wildlife Service	\$ 1,000.00
US Forest Service	\$ 750.00
REACH <\$500	
Vale Irrigation District	\$ 250.00
Amity Vineyard	1 bottle
Bethel Heights Vineyard	1 case wine
Elk Cove Vineyard	1 case wine
Ponzi/Rosato	1 case wine
Stoller	2 cases
Territorial Vineyard	1 case wine
Winter's Hill Vineyard	2 cases wine
	<hr/>
	\$ 35,750.00