



Alabama Rivers Alliance
Water Is Life

Alabama Water Rally Agenda

COMMUNICATE. COLLABORATE. ACT!

March 16 - 18, 2018 | Montgomery, AL

Advocating for our rivers and clean water in Alabama takes many people and a great deal of passion, but it also takes expertise and smart, considered, collaborative strategies. In order to create the change we want to see for our rivers and waterways, we have to be able to **COMMUNICATE** effectively to the public and to the decision-makers and stakeholders. We have to **COLLABORATE** well with each other as allies, and we have to be willing to **ACT** when it is time. These three topics will be the theme throughout Alabama Water Rally as we discuss the various issues facing our rivers and we share information and tools that help us protect them NOW and for generations to come. [To see speaker bios and other resources from the weekend, go to **AlabamaRivers.org/WaterRally2018**](#)

FRIDAY, MARCH 16

<p>10 am - 6 pm Embassy Suites lobby</p>	<p>REGISTRATION IS OPEN! <i>Meet us in the lobby of Embassy Suites to get your stuff.</i></p>
<p>11am - 3 pm <i>Lunch included</i></p> <p>Embassy II</p>	<p>WATER WE GOING TO SAY? Messaging Workshop for Action on a Water Management Plan Presenters: Martin Hamburger & Sarah McCreary with HGCreative</p> <p><i>ARA and SELC teamed up to commission polling data and a messaging campaign for citizens to utilize to advocate for a statewide water management plan. The team behind the Forever Wild campaign, HGCreative, will bring their experience and expertise to Alabama water advocates for a message training workshop that will help prepare an army of communicators working towards a water management plan for the state. We'll review public opinion research findings, present a messaging framework and share strategic tools and tactics. Participants will have a chance to use the messaging tools in a fun and interactive "live fire" environment.</i></p>
<p>12pm - 4pm <i>Lunch on your own</i></p>	<p>Alabama Water Watch Bacteriological Monitoring Training</p>
<p>5:30 pm - 8 pm <i>Dinner Included.</i></p> <p>Embassy I</p>	<p>RIVER HEROES' BANQUET & RIVER CELEBRATION <i>From past to present, we will recognize the many people who make our movement strong by working tirelessly to #DefendRivers and Alabama's amazing natural environment. Casual Attire and Cash Bar.</i></p>
<p>8 pm - 10 ish???</p> <p>EATSouth</p>	<p>AFTER PARTY UNDER THE STARS AT EATSOUTH <i>Meet us in the lobby and we will walk over to EATSouth together for an after party under the stars! Bring your instruments if you have them! S'mores and fire pits and some beer/wine and outdoor fun! (It's a 6 minute walk from the hotel. You could also meet us there. It's located in the rear parking lot of the Montgomery Advertiser at 485 Moulton Street)</i></p>

SATURDAY, MARCH 17

8 am - 4 pm

Embassy Suites lobby

REGISTRATION OPEN

9 - 10:30 am

Embassy I

MORNING PLENARY: COMMUNICATE. COLLABORATE. ACT!

Presenters: [Barry Fagan](#), Volkert, Inc | [Gil Rogers](#), Southern Environmental Law Center on behalf of the Georgia Water Coalition | [Jen Hensley](#), National Sierra Club | [Stefanie Francisco](#), Conservation Alabama Moderator: [Cindy Lowry](#), ARA

*This star-studded panel with national, regional and state experts will kick-off Alabama Water Rally with inspiring examples and useful tools for **communicating** effectively with the people we want to influence, **collaborating** effectively with each other as allies and **acting** in the most strategic ways to influence state and local decision-makers. This discussion will build the foundation for the rest of the weekend.*

10:45 - 11:45 am

Look for your Watershed sign!

Break into Watershed Groups for ACTION!

This is the opportunity for you to meet and connect with people working in your watershed. You will have a chance to discuss common messages for **communicating** about your watershed, how to work more **collaboratively** with others working in your watershed, and participate in important state and watershed level **actions** to protect Alabama's rivers.

12pm - 1:30 pm

Lunch included

LUNCH & KEYNOTE SPEAKER

Abbie Gascho Landis, author of *IMMERSION: The Science & Mystery of Freshwater Mussels*

Copies of Abbie's book will be available for purchase and Abbie will be signing!

SATURDAY BREAKOUT SESSIONS 1

1:45 PM - 3:15 PM

Salon D

DEFENDRIVERS 101: SEE SOMETHING? SAY SOMETHING!

Presenter: [Michael Mullen](#), Choctawhatchee Riverkeeper

Learn about tools for identifying and reporting problems in your watershed. Sign up for Sanitary Sewer Overflow alerts, see how to file a complaint on the ADEM complaint system. Get acquainted with the Water Reporter App. Learn how it can be used for a multitude of purposes by individuals or groups. Discover what groups to reach out to for assistance when you face water and water related problems and need assistance.

Salon E

WHAT'S IN YOUR WATER?

Presenters: [Sarah Stokes](#), Southern Environmental Law Center | [Nelson Brooke](#), Black Warrior Riverkeeper | [Katherine Baer](#), River Network

Do you ever wonder if the water coming out of your tap is safe to drink? Do you know where your water comes from? The safety, affordability, and availability of drinking water is increasingly a concern for many in our state and around the country. This session will provide basic information on laws that protect drinking water, discuss concerns about the sources of our drinking water and how we can protect them, as well as how affordability and infrastructure intersect. Participants will also have the opportunity to hear more about what's going on nationally around these topics.

Salon F

ENERGY POLICY BARRIERS: WE ALL LIVE IN A YELLOW SUBPAR REGIME

Presenter: [Daniel Tait](#), Energy Alabama | [Kirsten Bryant](#), Gasp

Energy efficiency and renewable energy represent some of the easiest and most cost effective ways to reduce personal impact and save money. Moving our state's energy production toward more renewable sources is also key to improving air and water quality as well as minimizing the impacts of climate change. Learn about Alabama's dated energy policies and the barriers that need to be removed to increase access to renewable energy and improve energy efficiency.

SATURDAY BREAKOUT SESSIONS 2 3:30 pm - 5 pm

Salon D

NEVER FEAR: LOBBYING 101 IS HERE!

Presenter: [Stefanie Francisco](#), Conservation Alabama

How can you make sure our elected officials hear and understand your priorities - and then act on them? We'll cover the best ways to engage as individuals or as a group to accomplish your goals legislatively and at the ballot box. You'll leave the session equipped with the tools necessary for successfully communicating with elected officials and navigating our system of government.

Salon E

THE HIGH, THE LOW & THE HEALTHY: WHY FLOWS MATTER

Presenters: [April Ingle](#), River Network | [Mitch Reid](#), The Nature Conservancy

We all know that the amount and timing of water in our rivers matter. During droughts, our rivers can literally dry up. During floods there can be huge tolls on communities, personal property and human lives. But is there anything we can do about it? The answer is YES! The way our rivers are "managed" plays a huge role in how our rivers and communities are impacted during droughts and floods. During this workshop we'll learn how our rivers are being mismanaged now and opportunities to improve it.

<p>Salon F</p>	<p>TEACH THE CHILDREN WELL: EDUCATIONAL RIVER ACTIVITIES FOR KIDS Presenters: Stephen Guesman, Friends of the Locust Fork River Jamie Bullock, Mobile Baykeeper Maggie Johnston, Camp McDowell</p> <p>Capturing the attention of our next generation of leaders at a young age is important to create a respect, an understanding and a passion for our rivers and the critters that depend on it. By working with students, it is also an excellent tool to reach into communities and engage parents as well. Look for great ideas for how your group might engage in your community. Come see and hear what the future can be!</p>
<p>5:00 pm <i>Meet in the lobby!</i></p>	<p>Group Photo Time! Hooray! <i>Meet in the lobby with your smile. We want EVERYONE included!</i></p>
<p>5:30 - 6 pm Salon D</p>	<p>Southern Exposure ChitChat Join us for a quick chat about ARA's newest program, the Southern Exposure Film Fellowship. We will briefly discuss film topic ideas for 2018 and let you know how you can be involved for the years to come.</p>
<p>6:45 - 10ish? <i>Meet in the lobby at 6:45!</i></p>	<p>Dinner & Drinks & Darts Grab your limerick and your Second Line spirit and join us as we parade together in your St Patty's best (<i>optional</i>) to Tavern & Porter (a short 6 minute walk from the hotel!) for dinner, drinks (cash bar!), darts, poker and more! <i>Located at 12 W Jefferson St - downstairs from Dreamland BBQ for those who want to drive.</i></p>

<p>SUNDAY BREAKOUT SESSIONS 3 9 am - 10:30 am</p>	
<p>Salon D</p>	<p>CREATING AND MAINTAINING A RESILIENT ORGANIZATION Presenter: Casi Callaway, Mobile Baykeeper</p> <p>Strong community and watershed based organizations are the cornerstone of our ability to protect Alabama's 132,000 miles of rivers and streams. This session will provide tools and information on organizational best practices and useful resources, such as fundraising, leadership development, and planning to keep your organization sustained and strong for the long haul.</p>
<p>Salon E</p>	<p>COLLABORATING WITH ACADEMIA Presenters: Dr. Elizabeth (Betsy) Dobbins, Samford University Catherine Flowers, Alabama Center for Rural Enterprise</p> <p>Academic research can provide important data to clarify and backup the concerns we have as environmental groups and community members, but how can you connect with them and take advantage of these important resources in our state? Participants will leave with important tips and best practices on engaging effectively with academic resources.</p>

<p>Salon F</p>	<p>UP IN SMOKE: COAL IN ALABAMA AND BEYOND Presenter: Stephen Stetson, Sierra Club Beyond Coal Campaign</p> <p>Despite pronouncements to the contrary from some politicians & industrial leaders, coal is in retreat around the country. Mining & burning coal for electricity will eventually be considered as outdated of a practice as riding in a horse-drawn buggy or typing on a typewriter. Nonetheless, coal-burning power plants continue to contaminate our landscapes and rivers, sending carbon into the atmosphere & toxic coal ash into our water supplies. In a world where utilities retain tremendous amounts of political power, Sierra Club's Beyond Coal Campaign is employing a variety of tactics, including grassroots organizing & litigation, seeking to retire the remaining coal plants and ensure a "just transition" away from the legacy of dirty energy that impairs our health & our economy. This session will cover the complex world of electricity generation & the exciting frontiers of affordable clean renewables.</p>
<p>10:45 - 11:45 am</p> <p>Embassy I</p>	<p>PLENARY: <i>DISCOURSING WATER</i> Presented by the Alabama Rivers Alliance Junior Board</p> <p>Panel members: Rebecca Jackson, Voices for Alabama's Children Yohance Owens, Village Creek Society and Michael Bullington, Young Alabama Moderator: Charles Miller, AmeriCorps and ARA Junior Board Co-chair</p> <p>Environmental issues rarely get attention in Alabama elections. This panel of professionals from across the political spectrum will provide insight on ways to raise the level of awareness about water and other environmental issues during the election season and help us understand the varied political perspectives around our concerns, so that we can more effectively engage with candidates and political organizations around these issues.</p>
<p>11 am</p>	<p>Check out of hotel rooms : (We will miss you!</p>
<p>12:15 - 12:30</p>	<p>Pick up boxed lunches for your field trips outside at EATSouth. <i>These boxed lunches are only for those who signed up for one in advance.</i></p>

Thank you to the supporters who make Alabama Water Rally happen.

[EBSCO](#) • [Discovering Alabama](#) • [Henry Hughes & Lois Woodward](#) • [Joe & June Mays](#) • [Jana & Eugene Renfroe](#) • [Gulf Restoration Network](#) • [Ed & Memily Colvin](#) • [EATSouth](#)

Thank you for joining us at Alabama Water Rally! We hope you leave this conference feeling refreshed in your efforts to help #DefendRivers across Alabama - and beyond! We will be sending a survey to all participants after the conference. Please take the time to let us know what you liked and didn't like, what you'd like to see again next year and what you wouldn't, and any thoughts/comments/suggestions that will make Alabama Water Rally 2019 a huge success!

Mark your calendars now for Alabama Water Rally 2019 -

at Camp Beckwith on Weeks Bay in Fairhope, Alabama March 15 -17, 2019!