Mississippi River Conference
“A Resilient River from the Headwaters to the Gulf”

The 7th Annual Meeting of the Upper Mississippi River Conference now in Conjunction with the Mississippi River Network’s Annual Meeting

October 15th - 17th
Stoney Creek Inn, Moline, Illinois

River Action, Inc.
www.riveraction.org/mrc
Mississippi River Conference

Welcome to River Action’s 7th Annual Upper Mississippi River Conference in conjunction with the Mississippi River Network’s 2014 Annual Meeting. Now we are the Mississippi River Conference!

In 2008 River Action brought together planners, elected officials, architects, engineers, environmental groups, developers, educators, and students to create a conference focused on the Upper Mississippi River and its stakeholders in the region. The conference subsequently has been held annually as a comprehensive forum to discuss the issues and opportunities associated with America’s Great River.

In 2014 we are expanding from the Upper Mississippi by opening the discussions, presentations, and updates to the entire river from the headwaters to the Gulf. Through a grant from the McKnight and Walton foundations, we are able to make this conference a special collaboration with the Mississippi River Network to look at issues that span the entire river.

A note to our mayors... We welcome the mayors of the Mississippi River Cities and Towns Initiative. Organized in 2012, the initiative is made up of mayors from along the entire Mississippi River who meet to discuss jobs for the river, container shipping, the creation of a river community foundation network, and the drafting of a uniform zoning code for all city waterfront areas. They address both long term and short term needs of river cities while seeking to create a new and influential voice for the river and demanding effective river protection, restoration, and management in Washington, D.C.

Mississippi River Network Annual Meeting - Tuesday October, 14th and Wednesday, October 15th

Recognizing the need for river-wide cooperation to achieve large-scale, high-impact successes, the Mississippi River Network: Headwaters to Gulf, is a collaborative effort among almost fifty local and national organizations to protect and restore the entire Mississippi River. The Network is pleased to be coordinating our Annual Meeting with the Mississippi River Conference and hope that by doing so we can magnify the importance of River health to the nation and strengthen the communication of the many of you working on River issues.

The Mississippi River Network works together to advance shared policy goals and inspire citizen engagement through a national public campaign, called 1 Mississippi. When the 1 Mississippi campaign launched in 2009, it had a lofty goal to recruit 10,000 River Citizens, people who commit to speaking up for the River “whether in arm chairs or wading boots.” The Network has engaged River Citizens in our efforts to make the River a priority for the nation’s decision makers through calls to action on our advocacy center, monthly newsletters and events in their River-side communities. Central to the campaign is a simple but compelling argument: “Today, our great River is in trouble, but you can help. The first step is to become a River Citizen.” By attending hundreds of festivals, River cleanup events, paddle trips and more, our Network members and Outreach Assistants have achieved our goal. Now with over 12,000 River Citizens, 1 Mississippi is looking ahead to the next phase in our campaign, doubling the number of River Citizens in the next two years. Learn more about the Mississippi River Network’s 1 Mississippi campaign at 1mississippi.org.

EVENTS SUMMARY

Mississippi River Network Annual Meeting - October 14th-15th (MRN members only)
Mississippi River Conference - October 15th-17th (All conference registrants)

CONFERENCE AGENDA

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Mississippi River Conference

Wednesday, October 15

4:00 PM | Registration
5:30 PM | Welcome Reception - Stoney Creek Inn & Conference Center
7:00 PM | Wild Catfish Fry

Thursday, October 16

7:30 AM | Continental Breakfast
8:45 AM | Welcome and Introductions
8:50 AM | Opening Keynote

Matt Rota, Gulf Restoration Network

Mr. Rota is the Senior Policy Director for the Gulf Restoration Network. Through his work with GRN, he advocates for healthy waters throughout the Gulf of Mexico region. He also works with Mississippi River Basin organizations to promote policies that will reduce the Dead Zone-causing pollution flowing to the Gulf of Mexico. Mr. Rota currently focuses on water pollution issues in Louisiana, the Mississippi River, and the Gulf of Mexico, working to ensure adequate policies regarding the BP oil drilling disaster, wetlands, water quality, and nitrogen and phosphorus pollution are adopted and implemented to protect and restore waters of the Gulf of Mexico region. He is co-Chair of the Nutrients Workgroup for the Mississippi River Collaborative and has given numerous presentations on water pollution issues at professional and technical conferences throughout the country. He earned his B.S. in Ecology, Evolutionary, and Organismal Biology from Tulane University and his Masters of Earth and Environmental Resources Management from the University of South Carolina.

9:45-11:45 AM | Concurrent Sessions

Track 1: Healthy Watersheds

Mission Possible: How Targeted Farm-Based Wetlands can Yield a Cleaner Watershed
Jill Kostel, The Wetlands Initiative

The Nature Conservancy’s Emiquon Project: Restoring Functional Floodplain for Nature & People
Douglas Blodgett, The Nature Conservancy

Iowa-Cedar Watershed Management: How Collaborative Partnerships are Establishing a Vision and Direction for Community Actions
Jason T. Smith, US Army Corps of Engineers

Track 2: River Shipping Trends & Topics

Would There be a Net Public Benefit from Container-on-Barge Traffic on the Upper Mississippi?
Brad Walker, Missouri Coalition for the Environment

Opportunities and Challenges of Marine Container Barging
Bethany Stich, PhD, UNO Transportation Institute

Boxes in Barges: Being prepared if They Arrive
Dennis Wilsmeyer, Executive Director, America’s Central Port

Track 3: River Life

Creating the Longest Multi-Use Trail on the Planet
Greg Maxted, Harahan Bridge Project

Marketing the River for Tourism
Robin Shadler, Celebration River Cruises

Paddle Pilgrim: An Adventure of Learning and Spirit, Kayaking the Mississippi River
Dr. David Ellingson, Trinity Lutheran College
12:00-1:00 PM | LUNCHEON WITH SPEAKER
Dean Klinkenberg, Mississippi Valley Traveler
Dean Klinkenberg has traveled 120,000 miles up and down the Great River Road writing extensively about the people and places along the Mississippi River. Klinkenberg is a contributing editor for Big River Magazine and has written articles for the St. Louis Post-Dispatch, the Minneapolis Star-Tribune, and Wisconsin Trails magazine. He has published three books and written dozens of blogs about the Mississippi River and has taken thousands of photos of the river during his travels. He currently is working on a new book that combines songs about the Mississippi River with short essays to explore the many different ways people relate to the river. Klinkenberg also has published several travel guides. For more information visit his website mississippivalleytraveler.com.

1:15-4:00 PM | FIELD TRIPS AND ALTERNATE WORKSHOP

Exelon Fish Hatchery
Take a guided tour of the fish hatchery at Exelon’s Quad Cities Generating Station. The former spray canal was converted into a game fish rearing facility in 1984 and this project remains active today. The project has been very successful both in terms of suitability as an aquaculture facility and as a management tool for increasing fish and mussel abundance in several of the river’s navigation pools. The trip will be led by Aquatic Biologist, Jeremiah Haas. Bus transportation included.

Mississippi River Main Stem Tour
All sections of the Mississippi River have unique characteristics and challenges even as they share common themes with the whole river. This field trip will introduce some physical characteristics and environmental challenges of Pool 15, historical and current patterns of riverfront uses, and some success stories in water management and urban waterfront use.

Paddling on the Mississippi River
Paddle on the mighty Mississippi! This tour will be led from the best perspective – on the water! Boats will be provided and can be launched from the Quad Cities Rowing Club dock adjacent to the Stoney Creek Inn & Conference Center.

Workshop: Writing Compelling Mississippi River Messages Tailored to Your Audiences
To inspire any audience, from citizens to decision-makers, organizations must consistently use messages that appeal to values through inspiring language. Bluestem Communications, the nonprofit communications organization that manages the national 1 Mississippi campaign, will guide participants through the process of developing complete messages for their own campaigns or organizations.

4:30-6:30 PM | HOSTED RECEPTION WITH POSTER PRESENTATIONS
FRIDAY, OCTOBER 17
7:30AM | CONTINENTAL BREAKFAST

8:45-10:45AM | CONCURRENT SESSIONS

Track 1: Farmers Address Nonpoint Source Pollution
- Establishing Watershed Programs to Address Water Quality Problems in the Mississippi River Basin
  Ryan Stockwell, National Wildlife Federation
- Reducing Phosphorus Pollution in the Yahara Watershed
  Rachel Fossum, Yahara Pride Farms
- How Cover Crops Improve the Health of My Farm
  Woody Woodruff, Illinois Stewardship Alliance

Track 2: Mississippi River Network Forum
- Non-Structural and Small-Scale Solutions for Flood Risk Management and Navigation
  Christine Favilla, Sierra Club
- The Multiple Benefits of Natural and Nonstructural Solutions
  Staci Williams, American Rivers
- The Cheshire Cat Was Right: Communication Strategies to Advance the Use of Non-Structural Water Resource Management Approaches
  Mark Gorman, Northeast-Midwest Institute

Track 3: River Life
- Leveraging Natural Assets for Community Sustainability
  Rolf Thompson, National Eagle Center
- Swimming Upstream - Why are River Issues a Tough Sell?
  Reggie McLeod, Editor and Publisher, Big River Magazine
- Bald Eagle Lead Exposure in the Upper Midwest
  Ed Britton, US Fish & Wildlife Service

11:00-12:00 PM | TECHNOLOGY FORUM

12:15-1:15 PM | NETWORKING LUNCHEON

1:30-3:30 PM | CONCURRENT SESSIONS

Track 1: Healthy Watersheds
- Battling the Dead Zone from 1,300 Miles Away
  Denny Caneff, River Alliance of Wisconsin
- An Opportunity to Conduct Floodplain Science at the Confluence of the Maquoketa and Mississippi Rivers
  Ken Lubinski, US Geological Survey
- America's Watershed Initiative: Making the Grade
  Jordy Jordahl and Dr. Heath Kelsey, The Nature Conservancy

Track 2: Resiliency in Planning
- Providing the Catalyst: Accelerating Your Project through Money, Training, Partnerships and Information
  Jeff Hastings, Driftless Area Restoration Effort
- Room for the River: Opportunities along the Mississippi River Corridor
  Dr. Nicholas Pinter, Southern Illinois University
- Twenty Years of Transformation: Saint Paul on the Mississippi
  Patrick Seeb, Saint Paul Riverfront Corporation

Track 3: Mississippi River Collaborative Panel: Working Together for Pollution Solutions
This panel will focus on the pollution challenges facing communities along the Mississippi River and its tributaries and opportunities for the environmental, municipal, and agricultural sectors to work together toward solutions.
- Susan Heathcote, Water Program Director for the Iowa Environmental Council; David St. Pierre, Executive Director of the Metropolitan Water Reclamation District of Greater Chicago; and Jim Moseley, Indiana Farmer and former Deputy Secretary of the USDA (2001-2005)
REGISTRATION INSTRUCTIONS AND INFORMATION

THREE WAYS TO REGISTER
1. On the web at: www.riveraction.org/mrc
2. Mail your registration form & payment to: River Action, 822 E. River Drive, Davenport, IA 52803
3. Fax your registration form to: 563.322.0916

WHAT’S INCLUDED WITH REGISTRATION?
Conference registration includes continental breakfasts, two luncheons, two hosted receptions, a wild catfish fry, and two days of panel presentations and keynotes.

CONFERENCE HEADQUARTERS AND HOTEL ACCOMMODATIONS
All conference sessions will be held at the Stoney Creek Inn, 101 18th St., Moline, Illinois, 61265.

For hotel reservations call: 1-800-659-2220. PLEASE MAKE YOUR HOTEL RESERVATIONS BY SEPTEMBER 15th AND REQUEST THE MISSISSIPPI RIVER CONFERENCE RATE. Conference rates are available for rooms reserved by conference attendees for any number of nights from October 14th through October 17th.

CONTINUING EDUCATION CREDITS
Certified Floodplain Managers can receive up to 12 Continuing Education Credits for attending the Mississippi River Conference. Certificates of Attendance will be available at the conference registration desk upon request.

CANCELLATION POLICY
We will refund conference registration fees ONLY, less a $40 handling charge, for cancellations received in writing by October 1st. After this date, we are unable to make refunds for any reason, including acts of God or terrorism, and suggest you arrange for a substitute or donate your registration as a tax-deductible scholarship. Please note that NO refunds will be made for canceled optional events such as field trips, guest tickets, etc.

QUESTIONS
Contact River Action Inc. at 563-322-2969.

UPPER MISSISSIPPI RIVER CONFERENCE 2014 SPONSORS & SUPPORTERS
Many thanks to the sponsors & supporters for their continued support and involvement in the UMRC!

PLATINUM SPONSORS:

GOLD SPONSORS:

SILVER SPONSORS:
REGISTRATION FORM
Please complete one registration form per attendee
OR register online at www.riveraction.org/mrc

Name

Title

Company/Organization

Career Field

Address Line 1

Address Line 2

City

State

Zip

Country

Phone

Fax

E-mail

CONFERENCE REGISTRATION TYPE: *Please select one* By October 1st: After October 1st:
Standard Registration................................................................. □ $99 □ $150
Student Registration (credentials required)................................. □ $25 □ $25

PLEASE RSVP FOR THE FOLLOWING CONFERENCE EVENTS:
Welcome Reception and Catfish Fry (Wednesday, October 15) ........................................................................................................ □ included in registration
Field Trips or Workshop (Thursday, October 16) *Please select ONE of the following four options*
  Field Trip Option #1: Exelon Fish Hatchery ................................................................................................................................. □ $15
  Field Trip Option #2: Mississippi River Main Stem Tour ............................................................................................................. □ $15
  Field Trip Option #3: Paddle Trip ..................................................................................................................................................... □ $15
  Communications Workshop .............................................................................................................................................................. □ included in registration

ADDITIONAL FEE:
Welcome Reception and Catfish Fry .......................................................................................................................... □ No. of guests ___ X $20 per guest = $______
Luncheon (Thursday) ........................................................................ □ No. of guests ___ X $20 per guest = $______
Networking Luncheon (Friday) .......................................................... □ No. of guests ___ X $20 per guest = $______
Field Trip Option #1: Exelon Fish Hatchery ........................................ □ No. of guests ___ X $20 per guest = $______
Field Trip Option #2: Mississippi River Main Stem Tour .................. □ No. of guests ___ X $20 per guest = $______
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Communications Workshop ................................................................ □ No. of guests ___ X $20 per guest = $______

ADDITIONAL DONATION:
River Action Inc.......................................................................................................................... □ $_______

METHOD OF PAYMENT
□ Check enclosed payable to River Action, Inc. in US Dollars
□ Signed Government Purchase Order Enclosed

Please charge my:
□ Visa □ Mastercard

Card Number: _____________________________ Expiration Date: ____________

CVV(3-digit security code on back of card): __________

Billing Zip Code: __________________________

Signature: ___________________________ Amount: $____________

If you would like information on becoming a conference supporter, exhibitor, or sponsor please contact River Action, Inc. at 563-322-2969 or visit www.riveraction.org.
MISSISSIPPI RIVER CONFERENCE
www.riveraction.org/mrc

River Action’s Seventh Annual Upper Mississippi River Conference in conjunction with the Mississippi River Network’s Annual Meeting

October 15th-17th, 2014
Stoney Creek Inn, Moline, IL

Special Note: Continuing Education Credits are available for Certified Floodplain Managers