



A.D. LATORNELL  
CONSERVATION SYMPOSIUM

Nottawasaga Inn, Alliston, ON  
Nov. 18, 19, 20, 2009

# the Currency of Ecology



## 2009 PROGRAM



UNIVERSITY  
of GUELPH



## Conference Management

Chair: **Kathy Menyes**, *Hamilton Conservation Authority*  
Vice Chair: **Jennifer Howley**, *Upper Thames River Conservation Authority*  
Symposium Coordinator: **Ken Anderson**, *Allset Inc.*  
Secretary: **Scott Mackay**, *University of Guelph*  
Assistant Secretary: **Jason Tran**, *University of Guelph*  
Registrar: **Teresa Cole**  
Hotel and Facilities Coordinator: **Barbara Mackenzie-Wynia**, *Ontario Nature*  
Ex-Officio: **Don Pearson**, *Conservation Ontario*  
**Dr. Stewart Hilts**, *University of Guelph*

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*Ducks Unlimited Canada*  
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## Symposium Partners



Ministry of Natural Resources  
Ministry of the Environment  
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Ontario Stewardship  
Ministry of Agriculture,  
Food and Rural Affairs



Fisheries and Oceans  
Canada

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Canada



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada



## Welcome - Chair's Message



Welcome to the 16th annual A.D. Latomell Conservation Symposium! This year's theme - **The Currency of Ecology** – recognizes the important role our environment plays in helping to sustain both a healthy economy and a healthy society. A healthy environment provides:

- adequate and sustainable supplies of safe water for drinking, recreational, agricultural and industrial uses;
- clean air, water and land ensure healthy people;
- healthy forests, wetlands and natural areas help to mitigate and adapt to the impacts of climate change by lowering temperatures, and reducing the harmful impacts of flooding, erosion and loss of biodiversity.

Ontario's water and related land resources face significant challenges on a number of fronts: rapid population growth and urbanization, aging infrastructure, shifting economic structures, increased land and air pollution plus changing and sometimes conflicting uses of our water resources. As we grapple with the impacts of our population's widening footprint, we see just how closely the environment is linked to the economy and the health of our society. Protecting, restoring and enhancing our wetlands, lakes, rivers, streams, forests and biodiversity to build a more resilient world is a good place to invest right now.

We are pleased to bring some of the leading experts in environmental ecology to the A.D. Latomell Conservation Symposium. We will learn methods to value our natural capital and to explore natural resource management innovations to promote greater economic, societal and economic sustainability. Implementing and communicating these approaches and processes are key to a healthy future.

This year, the Steering Committee continues to implement significant conference greening efforts as well. We have joined *carpool zone* by Metrolinx to assist conference delegates in reducing their carbon footprint to attend and once again, the conference will be powered by *Bullfrog*. The Nottawasaga Inn continues to be a conservation-minded host for the conference as well, with emphasis on local foods, their water and waste conservation programs, which includes its own water treatment, distribution and sewage treatment facility, among many other conservation innovations.

In addition, each year on behalf of our speakers, the Symposium plants trees in partnership with the Nottawasaga Foundation and the Nottawasaga Valley Conservation Authority. This year, we are pleased to announce an expansion of our carbon off-setting program that will ensure all carbon emissions through conference attendance are off-set by tree planting for years to come as this conference grows and expands. Trees Ontario, a well known not-for-profit planting partnership, is joining the Symposium tree planting program. Together, with all the partners, we will be able to plant over 4,000 trees in the Nottawasaga watershed.

We are very proud to be associated with so many like-minded partners in the delivery of this special conference to you – the province's leading conservationists! Thanks to all the partners who work together to make this conference leading edge, including the tireless efforts of your Steering Committee!

I look forward to seeing all of you at this year's event.

Yours in conservation,

**Kathy Menyes**, Chair  
16<sup>th</sup> Annual A.D. Latomell Symposium Steering Committee

## A.D. Latornell Conservation Symposium



Conservation Ontario and the Centre for Land and Water Stewardship, University of Guelph are pleased to co-host the 16<sup>th</sup> annual A.D. Latornell Conservation Symposium.

The Symposium has grown in popularity and become one of Ontario's largest annual conferences focusing on environmental and conservation issues. The A.D. Latornell Conservation Symposium provides a venue for policy-makers, practitioners, decision-makers, and other committed individuals and agencies to meet, network, share ideas and promote partnerships for the betterment of Ontario's environment.

This popular event is named after Arthur Douglas Latornell, an important conservationist who was dedicated to the grassroots conservation movement in southern Ontario. He helped to shape the future of conservation in Ontario by being a valued mentor to many young people who have devoted the majority of their lives to the conservation field. Arthur Latornell was also an enthusiastic promoter of Conservation Authorities.

The A.D. Latornell Conservation Symposium is supported, in part, by a generous donation from the A.D. Latornell Endowment Fund through the University of Guelph.



## A.D. Latornell Logo

The A.D. Latornell logo was designed to represent the significant aspects of Arthur Latornell's life and legacy. The tree symbol represents the conservation of natural resources. The trunk contains the profiles of two people. Both have their heads lowered as if exploring something on the ground. This represents the concept of mentoring – passing on knowledge to others – a key strength of Arthur Latornell.





## A.D. Latonnell Award of Merit



Each year, the Ontario Chapter of the Soil and Water Conservation Society (SWCS) presents the A.D. Latonnell Award of Merit to a Practitioner and a Student who exemplify ways to foster the science and art of soil, water and related natural resources in order to achieve sustainability by promoting and practicing an ethic which recognizes the interdependence between people and their environment.

Winners of this award receive a full year membership to SWCS, a cash award of \$600 and one day sponsorship to the A.D. Latonnell Conservation Symposium.

This year's successful candidates include:

### Student Category

**Mr. Tim Lizotte, (Peterborough, Ontario)**

Tim is currently studying at Trent University where he is completing his fourth year in an Honours Geography and English programme. His studies have focused on how agriculture has shaped Canada and the interconnection between economic and natural resource systems. His extra-curricular activities have included many 4-H and Junior Farmer programmes in the Durham East area, including a directors position this past year and leader of their soil and field crop club. Tim is looking to further his education and is currently in the process of applying to teachers college. He is committed to engaging others with his own education and experiences in order to promote a greater understanding of our dependence on our natural resources – soil and water.

### Non-Student Category

**Mr. Gregg Reekie, B.A. B. Ed., (Shelburne, Ontario)**

Gregg is recently retired from the Upper Grand District School Board where he was a teacher for over thirty years. The later years of his teaching profession involved the management and operation of the Upper Grand District School Board's Outdoor Education Centre. While at the Centre his teaching focused on outdoor education and the imparting of conservation techniques and strategies to hundreds of school children from around the Province. He continues his commitment to outdoor education by volunteering at the Centre regularly. In addition to this Gregg continues to run a summer day camp for children 6 to 12 years of age providing environmental and ecology activities. He has served on the Island Lake Management Committee and the School Board's Environmental Issues Committee. In addition he works very closely with local service clubs in running the Island Lake annual maple syrup festival. Gregg has an outstanding life long commitment to the environment. The passing of his knowledge has set a solid foundation for his students to connect with the environment and to make good environmental decisions.



## 2009 Program at a Glance

### Wednesday, November 18, 2009

- 8:00 AM – 10:00 AM Registration**
- 10:00 AM – 10:30 AM Welcome and Introductions**  
**Kathy Menyess, Chair, Hamilton Conservation Authority**  
**Greetings by Mayor Mike MacEachern, Town of New Tecumseth**  
**Video Retrospective on the Life of Art Latornell**  
**Richard (Dick) Hibma, Conservation Ontario**  
**Dr. Stewart Hilts, University of Guelph**
- 10:30 AM – 12:00 PM Opening Plenary Session**  
*Keynote Speakers*  
**Dr. Robert Costanza, Creating a Sustainable and Desirable Future**  
**Peter Victor, Managing Without Growth, Slower by Design, not Disaster**
- 12:00 PM – 2:00 PM Lunch and Keynote Speaker**  
**Wade Davis, Light at the End of the World: A Journey Through the Realm of Vanishing Cultures**
- 2:00 PM - 3:30 PM Concurrent Sessions**  
 W1A Valuing the Great Lakes Basin  
 W1B Tapping Into Public Drinking Water  
 W1C Species at Risk  
 W1D The Sustainability of Economics  
 W1E A Sacred Gift - Ecology as a Currency? - Part 1  
 W1F Ecological Economics Part 1: What is Ecological Economics  
 W1G New Ways of Working Together
- 3:30 PM – 4:00 PM Refreshment Break**
- 4:00 PM – 5:30 PM Concurrent Sessions**  
 W2A Great Lakes and Shoreline Management Options  
 W2B Drinking Water Source Protection –  
 What is Happening Provincially and Internationally?  
 W2C Impacts of Invasives and the Current State of the Economy  
 W2D The Economics of Sustainability  
 W2E A Sacred Gift - Ecology as a Currency? – Part 2  
 W2F Ecological Economics Part 2: Exploring Ecological Economics  
 on a Local Scale  
 W2G Public Engagement and Successful Campaigns
- 5:30 PM – 7:00 PM Economic Summit Wine and Cheese in Exhibitor’s Gallery**
- 5:30 PM – 8:30 PM CASIOPA Event - Research Opportunities and Needs Fair in Ontario’s Parks and Protected Areas in Room 1-2-3**
- 7:00 PM – 8:00 PM Harvest Banquet Dinner**  
*Remarks by:*  
**the Honourable Donna Cansfield, Ontario Minister of Natural Resources**  
**Soil and Water Conservation Society A.D. Latornell Award of Merit**
- 7:50 PM – 8:00 PM Wine Draw**
- 8:00 PM – 9:00 PM Guest Speaker**  
**Thomas Homer-Dixon, Essentials of the New Economics: Ingenuity, Reliance and the Steady State**
- 9:00 PM - 11:00PM Chocolate Fountain in the Exhibit Hall and Chart Your Course Event including:**  
**Free Skate**  
**Hockey Summit**  
**“Waterlife” a film by Kevin McMahon in Room 16**
- 10:30 PM - 11:30 PM Hospitality Suite in Rooms 1-2-3**

### Thursday, November 19, 2009

- 8:00 AM – 10:00 AM Registration**
- 8:30 AM – 10:00 AM Concurrent Sessions**  
 T1A Monitoring – Value and Business Case  
 T1B Drinking Water Source Protection - What is Happening Locally?  
 T1C Special Wetlands Sessions - State of Ontario’s Wetlands  
 T1D Energy Matters Generating the Power of Tomorrow  
 T1E Creative Stewardship Collaborations  
 T1F In the Red  
 T1G Communicating Science: The Push – Pull Boundary
- 10:00 AM – 10:30 AM Refreshment Break**



- 10:30 AM – 12:00 PM Concurrent Sessions**
- T2A Stream Corridors and Natural Channel Design – Are We There Yet?
  - T2B Strategies for Water Protection
  - T2C Special Wetlands Sessions - The Science of Wetland Currency
  - T2D Green Infrastructure
  - T2E Reaching New Audiences for Stewardship
  - T2F Restoration and Conservation
  - T2G Great Science Doesn't Always Make for Great Reading
- 12:00 PM – 2:00 PM Pioneer Luncheon**  
*Remarks by:*  
**the Honourable John Gerretsen**, *Ontario Minister of the Environment*
- Pioneer Awards Presentation**  
**Jack McFadden**, *Master of Ceremonies*
- 2:00 PM – 3:30 PM Concurrent Sessions**
- T3A Low Impact Development/Storm Water Management
  - T3B Water and Information Technology/Information Technology and Environmental Management
  - T3C Special Wetlands Sessions - Protecting Ontario Wetlands Through Policy
  - T3D Food that Sustains - Food that Inspires
  - T3E Innovative Approaches to Stewardship
  - T3F Fish in the City
  - T3G All About the Bottom Line?
- 3:30 PM – 4:00 PM Refreshment Break**
- 4:00 PM – 7:00 PM Student Poster Display and Competition**  
**Dream Auction - Silent Auction and Bucket Draw**
- 6:00 PM – 9:30 PM Gala Banquet**
- 7:15 PM – 7:30 PM Timed Ticket Sale for Canoe**
- 7:30 PM – 8:20 PM Live Auction**  
*Hosted by Don McKay and Dick Hunter*
- 8:20 PM – 8:30 PM Canoe Draw - Donated by Bond Head Properties Inc.**
- 8:30 PM – 9:30 PM Comedian**  
**Deborah Kimmet**, *Wit with Wisdom*
- 9:30 PM – 11:00 PM Hospitality Suite in Rooms 1-2-3**

## Friday, November 20, 2009

- 6:00 AM Red Eye Early Bird Walk or Run**
- 8:00 AM – 10:00 AM Registration**
- 7:00 AM – 8:00 AM Conservation Breakfast**  
**Keynote Speaker:**  
**Lisa Glithero**, *Nature, Culture and Community: A New Narrative for a New Generation*
- 8:30 AM – 10:00 AM Concurrent Sessions**
- F1A Participation in Watershed Management Plans
  - F1B Managing Water for All Uses: The Business Perspective
  - F1C Ecosystem Services: From Valuing to Conserving
  - F1D Transforming Corporate Greed to Corporate Green
  - F1E The Lake View
  - F1F GeoSpatial Technology Developments Supporting Watershed Based Decision Making
  - F1G Tools of the Trade: The Web 2.0 University
- 10:00 AM – 10:30 PM Refreshment Break**
- 10:30 AM – 12:00 PM Concurrent Sessions**
- F2A Integrated Watershed Management (IWM)
  - F2B Geothermal - a Green Initiative?
  - F2C Shrinking Budgets and Land Securement
  - F2D Personal Transformation
  - F2E Paying for Stewardship
  - F2F Information Management Projects
  - F2G Monologues to Dialogues
- 12:00 PM – 2:00 PM Luncheon and Closing Plenary**
- 12:30 PM – 1:00 PM Young Conservation Professionals Graduation**
- 1:00 PM – 1:45 PM Keynote Speaker:**  
**Mitch Joel**, *Six Pixels of Separation: Marketing in a Connected World*
- 2:00 PM – 2:15 PM Wrap up Remarks and Introduction of New Chair**



## Exhibitor's Gallery Hours

There are two areas where delegates can visit exhibitors during the A.D. Latornell Conservation Symposium. The Conservation Dome is traditionally geared to environmental nonprofit agencies and is located in the Plenary Area where keynote speakers are hosted and social events take place.

A second area, the Exhibitor's Gallery, is located near the Registration Desk on the lower level of the hotel. The Economic Summit Wine and Cheese will take place in this area on Wednesday, November 18<sup>th</sup> from 5:30 PM to 7:00 PM, , returning at 9:00 PM - 11:00 PM for the chocolate fountain and martinis.

### Wednesday, November 18, 2009

- 8:30 AM – 10:00 PM Exhibit Hall Open
- 3:30 PM - 4:00 PM Refreshment Break with Exhibitors
- 5:30 PM – 7:00 PM Wine and Cheese in the Exhibit Hall
- 5:30 PM – 8:30 PM CASIOPA Event in Room 1-2-3
- 9:00 PM – 11:00 PM Mix and Mingle in the Exhibit Hall with Chocolate Fountain

### Thursday, November 19, 2009

- 8:30 AM – 6:00 PM Exhibit Hall Open
- 10:00 AM - 10:30 AM Refreshment Break with Exhibitors
- 3:30 PM – 4:00 PM Refreshment Break with Exhibitors

### Friday, November 20, 2009

- 8:30 AM – 12:00 PM Exhibit Hall Open
- 10:00 AM - 10:30 AM Refreshment Break with Exhibitors

## Program Details 2009

### 10:00 AM - Welcome and Introductions

- **Kathy Menyes, Chair, A.D. Latornell Conservation Symposium** (Master of Ceremonies)
- *Greetings by Mayor Mike MacEachern, Town of new Tecumseth*
- **Video Retrospective on the Life of Art Latornell**
- **Dick Hibma, Chair, Conservation Ontario**
- **Dr. Stewart Hilts, University of Guelph**





## 10:30 AM to Noon - Plenary Session / Keynote Speakers



### Creating a Sustainable and Desirable Future

**Dr. Robert Costanza**

*Ecological Economist, University of Vermont*

Dr. Robert Costanza is the Gordon and Lulie Gund Professor of Ecological Economics and Director of the Gund Institute for Ecological Economics at the University of Vermont.

The Gund Institute is a transdisciplinary research and teaching institute that integrates natural and social science to address environmental research, policy and management issues at multiple scales, from small watersheds to global systems. Dr. Costanza is co-founder and past-president of the International Society for Ecological Economics, and was chief editor of the society's journal, *Ecological Economics* from its inception in 1989 until 2002. He currently serves on the editorial board of eight other international academic journals.



### Managing Without Growth. Slower by Design, Not Disaster

**Dr. Peter A. Victor**

*Economist, York University Environmental Studies*

Economic growth is the over-arching policy objective of governments worldwide. Yet its long-term viability is increasingly questioned because of environmental impacts and impending and actual shortages of energy and material resources. Furthermore, rising incomes in rich countries bear little relation to gains in happiness and well-being. Growth has not eliminated poverty, brought full employment or protected the environment. Dr. Peter Victor is an economist who has worked on environmental issues for nearly 40 years as an academic, consultant and public servant. By extending input-output analysis, he was the first economist to apply the physical law of the conservation of matter to the empirical analysis of a national economy. It's time to turn our attention away from pursuing growth and towards specific objectives more directly relating to our well-being and that of the planet.

## Luncheon Keynote Speaker



### Light at the Edge of the World:

### A Journey Through the Realm of Vanishing Cultures

**Wade Davis**

*Explorer, Adventurer and Conservationist*

Wade Davis is an Explorer-in-Residence at the National Geographic Society. Named by the NGS as one of the Explorers for the Millennium, he received degrees in anthropology and biology, with a PhD in ethnobotany, all from Harvard University. His work as an anthropologist and botanical explorer has taken him from the forests of the Amazon to the mountains of Tibet, from the high Arctic to the deserts of Africa. Described by ABC 20/20 as a real life Indiana Jones, Davis's expeditions and investigations have been the subject of over 700 media reports and accounts, including three episodes of the X-files.

Wade Davis will move us throughout the world, from Borneo to Tibet, from the high Arctic to the Amazon, as he shares his experiences as an anthropologist and plant explorer. For three years he traveled in the Andes and Amazon, living among a dozen or more tribes as he searched for new sources of medicines and studied coca, the most sacred plant of the Inca and the notorious source of cocaine. In 1982, his research took him to Haiti to study zombies, the living dead of Vodoun folklore, and investigate the first medically documented case. This study, the basis of his dissertation research at Harvard, led to two books, *Passage of Darkness* and *The Serpent and the Rainbow*. From Haiti Davis moved to Borneo where he lived among the Penan, a nomadic people of the rain forest whose way of life has within the last twenty years been compromised by the highest rate of deforestation in the tropics. He later chronicled their plight in *Nomads of the Dawn* and *Penan: Voice for the Borneo Rainforest*. More recently his research has taken him to the high Arctic, Tibet and the Orinoco delta in Venezuela, research expeditions which are chronicled in his most recent books *One River, Shadows in the Sun*, *The Clouded Leopard*, and *Rainforest*.

## Watershed Management

## Water

## Natural Heritage

W1A

W1B

W1C

### Valuing the Great Lakes Basin

### Tapping Into Public Drinking Water

### Species at Risk

Room 10A

Room 16

Room 40

The Great Lakes provide significant economic benefits to Ontarians and deserve investment to protect and restore them. This session will highlight research and initiatives that demonstrate the value of the Great Lakes and the need for investment.

- Valuation of Ecological Services of the Great Lakes: An Emphasis on Canada, **Dr. Gail Krantzberg** (*McMaster University*)
- Role of Watershed Agencies and the Case for Investment in Healthy Great Lakes, **Bonnie Fox** (*Conservation Ontario*)
- Overview of Local Investment in Great Lakes and St. Lawrence Ecosystem Protection and Restoration and Next Steps, **Sarah Rang** (*Great Lake St. Lawrence Cities Initiative*)

This session will examine Canadian public opinion on water and will compare Ontarians' opinions to the rest of Canada. A key message conveyed at this session is the importance to support public water, and to work to maintain and improve the public's regard for water, and to do this, Ontarians need to "tap into public drinking water".

- Water, a Public Trust and a Human Right, **Mark Calzavara** (*The Council of Canadians*)
- A Clear Perspective: A National Research Study on Canadians and Their Drinking Water, **Mary Lou Mendro** (*Probe Research*)
- Re:Fill Re:Fresh – London's Drinking Water Awareness Initiative, **Patrick Donnelly** (*City of London*)

The economic considerations facing the implementation of the *Endangered Species Act* may be complex. How has implementation of the Act, including first permits, agreements and application of habitat protection, fared in its first year? And what roles can markets play in influencing species conservation?

- How Has Implementation of the ESA Fared in Its First Year?, **Karen Bellamy** (*Ministry of Natural Resources*)
- Economic Considerations Influencing the Development of Habitat Regulations, **Dr. Anne Bell** (*Ontario Nature*)
- The Intersection Between Market Campaigns and Woodland Caribou Conservation under the *Endangered Species Act*, **Catharine Grant** (*ForestEthics*)

2:00 - 3:30 PM



Inspiring Sustainability	Perspectives from First Nations	Currency of Our Ecology	Community Stewardship
W1D	W1E	W1F	W1G
The Sustainability of Economics	A Sacred Gift - Ecology as a Currency? - Part 1	Ecological Economics Part 1: What is Ecological Economics	New Ways of Working Together
Room 41	Room 5	Room 10	Room 6
<p>"Economics" and "ecology" come from the same Greek root word "oikos" which means "home". Yet, modern economic growth seems at odds with the maintenance of our "home." What is it about modern economics that is in conflict with ecological sustainability? Can modern economic systems become "sustainable"?</p> <ul style="list-style-type: none"> <li>• The Politics of Ecological Economics, <b>Christopher Robinson</b> (Clarkson University)</li> <li>• Economics Without Ecocide: Building a Whole Earth Economy, <b>Peter Brown</b> (McGill University and Center for Humans and Nature) [by videoconference]</li> </ul>	<p>Who establishes ownership or price of a resource, the starving or the economist? Are either capable of unbiased thinking, who can we trust to provide direction? Have we hit a wall with this invention called growth, sustainability and economic wealth?</p> <p>Top Indigenous elected officials, environmentalists and ecological specialists discuss these issues in circle with you.</p> <p><i>"You cannot solve this world's problems with the same thinking that created them"</i> <b>Albert Einstein</b></p> <ul style="list-style-type: none"> <li>• <b>Lilya Prim-Chorney</b> Writer, Actress and Speaker</li> <li>• <b>Josephine Mandamin</b> Environmentalist</li> <li>• <b>Peigi Wilson</b> Lawyer</li> <li>• <b>Be'sha Blondin</b> Healer, Environmentalist</li> <li>• <b>Lee Brown</b> University of British Columbia</li> <li>• <b>Phil Lane Jr.</b> Hereditary Chief</li> </ul>	<p>Participants in this special workshop following the Plenary Session will learn more on the concepts, tools and techniques of ecological economics as they are applied to the valuation of ecosystem services. Several case studies will be presented to illustrate various applications of the methods and discussed.</p> <p><i>*Please register for both Part 1 and Part 2 of this Stream.</i></p> <ul style="list-style-type: none"> <li>• Ecological Economics 101, <b>Eric Miller</b> (Ministry of Natural Resources)</li> <li>• A Proposed Analytical Framework for Integrating E G &amp; S in Policy Decisions, <b>Luis Leigh</b> (Environment Canada)</li> <li>• Ecological Goods and Services – Continuing the Conversation, <b>Dr. Robert Costanza</b> (University of Vermont)</li> </ul>	<p>Changing economic times call for changing our thinking and adapting the ways we communicate our stewardship messages. Keeping the lines of two-way communication open, whether in multi-stakeholder partnerships or in adopting new techniques, is crucial to effective implementation.</p> <ul style="list-style-type: none"> <li>• Communication Key to Effective Multi-stakeholder Groups for Source Water Protection Planning, <b>Mary Lynn MacDonald</b> (Ausable Bayfield Maitland Valley)</li> <li>• A Community Based Social Marketing Strategy for Species at Risk: Effectively Communicating Stewardship, <b>Bronwen Buck</b> (Carolinian Canada Coalition)</li> <li>• Successful Methods to Engage Adults and Youth in Community Stewardship in Rural Areas, <b>Bernie Solymár</b> (Long Point World Biosphere Reserve Foundation/Carolinian Canada Coalition)</li> </ul>

## Watershed Management

## Water

## Natural Heritage

W2A

W2B

W2C

### Great Lakes and Shoreline Management Options

### Drinking Water Source Protection – What is Happening Provincially and Internationally?

### Impacts of Invasives and the Current State of the Economy

Room 10A

Room 16

Room 6

This session will explore current shoreline management issues, including long term maintenance costs of historic manmade protection schemes, and the desire to move toward more sustainable management strategies. Anticipated long term impacts on the Great Lakes related to climate change will also be discussed.

- Climate Change Impacts and Policy Issues for the Great Lakes, **Peter Zuzek** (*W.F. Baird and Associates Coastal Engineers Ltd.*)
- Southeast Leamington Sustainable Management Strategy, **Jeremy Wychreschuk** (*Essex Region Conservation Authority*)
- Softer but Stronger Shorelines – Balancing Human and Environmental Needs, **Brian McDougall** (*St. Clair Region Conservation Authority*)

In Canada, Ontario is leading in protecting its sources of drinking water. Hear the current status of Ontario's Drinking Water Source Protection Program, and how source protection has been applied outside of Ontario.

- Source to Tap Safeguards: The Evolution of Ontario's Source Protection Framework, **Ian Smith** (*Ministry of the Environment*)
- Semi-Quantitative Risk Assessment; What It Means and What It Looks Like, **Don Goodyear** (*Lake Simcoe Region Conservation Authority*)
- Source Water Protection: Nova Scotia's Approach, **Jessica Paterson** (*Nova Scotia Environment*)

Invasive species control can be expensive! How can we properly deal with this ongoing challenge given the current economic climate?

- The Value of Aquatic Species in the Aquarium and Water Garden Trade – Raising Awareness Without Affecting the Bottom Line, **Emily Funnell** (*Ontario Streams*)
- Going Native in Waterloo Region: A Practical Approach to Promoting Local Biodiversity, **Christopher Gosselin** (*Municipality of Waterloo*) and **Derek Lippert** (*Naturally Maintained Ltd.*)
- The Cost of Managing Invasive Species: *Phragmites australis*, A Case Study, **John Bowen** (*Hydro One*)

4:00 - 5:30 PM



Inspiring Sustainability	Perspectives from First Nations	Currency of Our Ecology	Environmental Communications and Social Media
W2D	W2E	W2F	W2G
The Economics of Sustainability	A Sacred Gift - Ecology as a Currency? - Part 2	Ecological Economics Part 2: Exploring Ecological Economics on a Local Scale	Public Engagement and Successful Campaigns
Room 41	Room 5	Room 10	Room 40
<p>How do subsidies and taxes block the path to sustainability? How might sustainable economic tools open it up to us? How can economics help move us away from subsidized destruction and to the win-win world of more sustainable wealth?</p> <ul style="list-style-type: none"> <li>● Economic Policies to Help Conserve Biodiversity in a Steady State Economy, <b>Bronwyn Rayfield</b> (<i>University of Toronto</i>)</li> <li>● The CASSE Position on Economic Growth: Its Development, Substance, and Uses, <b>Brian Czech</b> (<i>Center for the Advancement of the Steady State Economy (CASSE) and Virginia Polytechnic Institute and State University</i>) [by videoconference]</li> </ul>	<p>We are dealing with a Bill of Responsibility vs. a Bill of Rights</p> <p>Circle discussions over issues earlier identified in the W1E will continue to be discussed by the panel and participants during this session.</p> <ul style="list-style-type: none"> <li>● Mother Earth's General State of Being, <b>Lilya Prim-Chomey</b></li> <li>● Mother Earth's Sacred Grandmother, <b>Josephine Mandamin</b></li> <li>● Mother Earth's Protector Utilizing Western Law, <b>Peigi Wilson</b></li> <li>● Mother Earth's Spiritual/Conscious Energy, <b>Be'sha Blondin</b></li> <li>● Mother Earth's Messenger Through Unfolding Prophecy, <b>Lee Brown</b></li> <li>● Mother Earth's Communicator, <b>Phil Lane Jr.</b></li> </ul>	<p>Participants in this special workshop following up the Plenary Session will learn more on the concepts, tools and techniques of ecological economics as they are applied to the valuation of ecosystem services. Several case studies will be presented to illustrate various applications of the methods and discussed.</p> <p>Panel Discussion to review various applications of Ecological Economics.</p> <p><i>*Please register for both Part 1 and Part 2 of this Stream.</i></p> <ul style="list-style-type: none"> <li>● Valuation of Greenbelt's Ecological Goods and Services, <b>Sara Wilson</b> (<i>Natural Capital Research and Consulting</i>)</li> <li>● Exploring the Application of Ecological Economics to Watershed Management in the Credit River Watershed : The Case of Wetland Restoration in the Credit River Watershed, <b>Jeff Wilson</b> (<i>Credit Valley Conservation</i>)</li> <li>● Ecosystem Compromise or Compensation? A Valuation Methodology, <b>Lionel Normand</b> (<i>Toronto and Region Conservation</i>)</li> </ul>	<p>Insights on engaging the public, communicating about key environmental issues, and peoples' perceptions about conservation. What resonates with the public at large.</p> <ul style="list-style-type: none"> <li>● How We Engage the Public... Public Engagement vs. Public Consultation, <b>Dr. Don Lenihan</b> (<i>Public Policy Forum</i>)</li> <li>● Reducing Water Use in New Homes, <b>Glen Pleasance</b> (<i>Durham Region</i>)</li> <li>● More Blue and Green for a Better Planet, <b>Samantha Booth</b> (<i>Halton Region</i>) and <b>John Watson</b> (<i>Halton Region</i>)</li> </ul>



## 5:30 PM to 7:00 PM - Economic Summit Wine & Cheese

### ● Exhibitor's Gallery

Delegates are invited to network with each other and a wide array of exhibitors in the Exhibitor's Gallery for a Economic Summit Wine and Cheese on Wednesday, November 18<sup>th</sup>.

Delegates will be able to sample Latornell's 'Green-tini' and nibble on some treats made right here in the Nottawasaga watershed!

## 5:30 PM to 8:30 PM - CASIOPA Event in Room 1-2-3

### Research Opportunities and Needs Fair in Ontario's Parks and Protected Areas

The Centre for Applied Science in Ontario Protected Areas (CASIOPA) is a research consortium that includes Parks Canada, Ontario Parks, the Environment Commissioner of Ontario, and Ontario Universities and Colleges. One of CASIOPA's goals is to help "match" research needs of parks or zones in Ontario with researchers and their expertise. This event is intended to further that goal by inviting representatives from all existing and potential partners to attend an event that will be part workshop and part exhibition. Personnel working in the field of Ontario protected areas will be available to discuss their opportunities with attendees at the Symposium. Participants may drop in as their schedule permits.

## 7:00 PM to 8:00 PM - Harvest Banquet Dinner

### Guest Speaker:



### **Donna Cansfield**

*Ontario Minister of Natural Resources*

Donna Cansfield was elected as MPP for Etobicoke Centre in 2003 and re-elected in 2007. In 2005, she was appointed Minister of Energy and in 2006, Minister of Transportation.

Since October 2007, she has been Ontario's Minister of Natural Resources. During her time in this Ministry, she made effective a new *Endangered Species Act* which tripled the number of protected species in Ontario. Minister Cansfield is also responsible for an initiative to plant 50 million trees in southern Ontario, and is currently implementing a strategy for the province's far north that will see at least 225,000 square km of land protected, in the fight against climate change. She is also working with her Manitoba counterpart and First Nations people to have a 40,000 square km boreal forest declared a UNESCO World Heritage Site.

### ● **Soil and Water Conservation Society A.D. Latornell Award of Merit**

## 7:50 PM to 8:00 PM - Wine Draw

### Wines from Near and Far

This year's selection of fine wines which will be raffled off during the Wine Draw are sourced from one of Ontario's newest wine regions – the Lake Erie Shore – and from the dusty but renowned cellars of Dick and Sue (McGregor) Hunter. A total of 10 exceptional wines from both near and far regions will be available and delegates have a chance to win these wines for just \$10! A limited number of 'hot' tickets will be available for a 'timed sale' at the Harvest Banquet on Wednesday, November 18<sup>th</sup>. The draw will be at 7:50 PM in Conservation Dome.



## 8:00 PM to 9:00 PM - Keynote Speaker



**Dr. Thomas Homer-Dixon**  
*Global Visionary*

Thomas Homer-Dixon – an award-winning author and teacher – helps his audiences understand how our world is changing. In simple, clear language he shows how challenges such as economic crisis, energy scarcity, global warming, and infoglut affect people, companies, and societies. And he explains what we can all do to adapt and prosper in a world of ever-greater complexity, speed, and surprise.

Dr. Homer-Dixon is one of the world's leading experts on the intricate links between nature, technology, and society. He currently holds the position of the Centre for International Governance Innovation Chair of Global Systems at the Balsillie School of International Affairs in Waterloo, Canada, and is a Professor in the Centre for Environment and Business in the Faculty of Environment, University of Waterloo.

His research focuses on threats to global security in the 21<sup>st</sup> century and on how societies adapt to complex economic, ecological, and technological change. He is particularly interested in the causes and consequences of economic instability; in the relationship between climate change, world energy consumption, and violent conflict; and in how we can use the Internet to promote democratic problem solving. His most recent book, *The Upside of Down: Catastrophe, Creativity, and the Renewal of Civilization*, was an immediate #1 best seller in Canada, a *Globe and Mail* top 100 pick, and the winner of the 2006 National Business Book Award. His previous book, *The Ingenuity Gap*, also a #1 best seller, won the 2001 Governor-General's Award for Non-fiction. His first book, *Environment, Scarcity, and Violence*, won the Lynton Keith Caldwell Prize of the American Political Science Association.

## 9:00 PM to 10:00 PM - Chocolate Fountain and Martinis

### ● Exhibitor's Gallery

Don't forget to also visit the chocolate fountain and enjoy a "Green-tini" during the Mix and Mingle on Wednesday evening!

## 9:00 PM to 11:00 PM - Chart Your Course Event

Following dinner on Wednesday evening delegates have a choice of activities:

- **Break out your skates and join us for a Free Skate**  
(Location: Arena. Bring your own equipment.)
- **Either play or cheer for your favourite teams at the Hockey Summit** (Location: Arena. Bring your own equipment.)
- **Continue to Mix and Mingle with Exhibitors until 10:00PM**  
(Location: Exhibitor's Gallery. Conversation supplied.)
- **"Waterlife" a film by Kevin McMahon**  
(Location: Room 16.)

The Great Lakes contain 20% of the world's largest supply of fresh water and they are currently in danger of being polluted beyond repair. This documentary raises the alarm while there is still time to turn things around.

## 10:30 PM to 11:30 PM - Hospitality Suite in Room 1-2-3

Watershed Management

Water

Natural Heritage – Special Wetlands Sessions

T1A

T1B

T1C

Monitoring – Value and Business Case

Drinking Water Source Protection - What is Happening Locally?

State of Ontario's Wetlands

Room 10

Room 10A

Room 41

Monitoring is fundamental to watershed management. It can aid in the optimization of expenditures and document change resulting from decisions and activities. This session will explore the importance, challenges and opportunities of continuing monitoring programs in the face of budget constraints.

- The "Value" of Long-term Monitoring Data, **Scott Jarvie** (*Toronto and Region Conservation*)
- A New Methodology to Monitor the Long-Term Health of Riparian Communities in the Credit River Watershed, **Kirk Bowers** (*Credit Valley Conservation*)
- Seeing the Value of Monitoring in Real Time – TRCA's Real Time System for Flood Warning, **Jamie Duncan** (*Toronto and Region Conservation*)

The clock is ticking for Source Protection Committees (SPCs) since they only have a few months to prepare their assessment reports. What are the challenges and key successes of the program? Also, come hear an analysis of BMPs in a drinking water area - would it have been more cost effective to implement source protection than to pipe in water from over 25 km away?

- Drinking Water and Source Protection: Know What's in It for You, **Lynn Dollin** (*South Georgian Bay Lake Simcoe Source Protection Committee*)
- Bridging the Science of Assessment Reports Into Action, **Janet Stavinga** (*Mississippi-Rideau Source Protection Committee*)
- Cost Effectiveness of Source Water Protection BMPs: A Case Study, **Claudia Schmidt** (*George Morris Centre*)

Wetlands in Ontario have been found to hold some of the highest values in terms of their currency of ecology when compared to other natural heritage features. Wetlands play an important role in protecting our water quality and quantity, storing carbon and providing important habitat for plants, animals and fish. Unfortunately, society often only recognizes the values of wetlands after they disappear. These presentations will provide a snapshot of the state of wetlands in the most threatened portions of Ontario.

- Monitoring the Health of Wetland Plots in the Credit River Watershed: Preliminary Results and Trends, **Aviva Patel** (*Credit Valley Conservation*)
- Recent Conditions in Lower Great Lakes Coastal Wetlands, **Greg Grabas** (*Environment Canada*)
- Wetland Conversion Analysis, **Christie Lee Hazzard** (*Ducks Unlimited Canada*)

8:30 - 10:00 AM





Sustainable Community Planning	Community Stewardship	Resource Management (Fisheries)	Environmental Communications and Social Media
T1D	T1E	T1F	T1G
Energy Matters Generating the Power of Tomorrow	Creative Stewardship Collaborations	In the Red	Communicating Science: The Push – Pull Boundary
Room 40	Room 4	Room 5	Room 16
<p>Is energy sustainability an economic inevitability? Do economics hold the key to transforming energy generation and consumption in Ontario?</p> <p>Connect with the energy pioneers of tomorrow as they examine our current system and explore the exciting prospects for alternative and sustainable power. From Negawatts to Megawatts, learn about energy currency with help from these enthusiastic proponents of energy sustainability.</p> <ul style="list-style-type: none"> <li>• The New O.P.E.C. - the Opportunity to Plan for Energy and Conservation, <b>Dave Braden</b> (<i>Homes By Greening</i>)</li> <li>• Leadership Collaboration for a Low-Carbon Economy: Working Together for Economic and Environmental Success, <b>Andrew Bowerbank</b> (<i>World Green Building Council</i>)</li> <li>• Energy Trends, Renewables and Taking Action, <b>Paul Parker</b> (<i>University of Waterloo</i>)</li> </ul>	<p>Establishing partnerships among government and non-government organizations, local, regional, and national agencies, institutions, corporations, and individual landowners is common procedure in the conservation community. This session will present innovative partnerships developed at the grassroots level to deliver wide ranging conservation benefits.</p> <ul style="list-style-type: none"> <li>• Innovative Pooling of Resources for Wetland Evaluation and Conservation, <b>Roslyn Moore</b> (<i>Stony/Upper Stoney Lake Environment Council</i>) and <b>Jasmine Chabot</b> (<i>French Planning Services Inc.</i>)</li> <li>• Healthy Lands for Healthy Horses - Developing and Implementing a Collaborative Stewardship Program for the Equine Community <b>Mark Eastman</b> (<i>Credit Valley Conservation</i>) and <b>Melanie Williams</b> (<i>AECOM</i>)</li> <li>• The Oak Ridges Moraine Foundation: Caring for the Moraine through Collaborations and Partnerships, <b>Lisa Turnbull</b> (<i>Oak Ridges Moraine Foundation</i>)</li> </ul>	<p>Redside Dace have been listed as endangered under the <i>Endangered Species Act</i>. Their biology, management, challenges and other conservation considerations will be explored.</p> <ul style="list-style-type: none"> <li>• An Update of Redside Dace (<i>Clinostomus Elongatus</i>) Management in Ontario, <b>Mark Heaton</b> (<i>Ministry of Natural Resources</i>)</li> <li>• Understanding the Relationship Between Landscape Processes and Aquatic Habitat in Support of Redside Dace Protection and Conservation, <b>Dave Lawrie</b> (<i>Toronto and Region Conservation</i>)</li> <li>• Impacts of Urbanization of the Endangered Minnow, the Redside Dace <b>Dr. Mark S. Poos</b> (<i>University of Toronto</i>)</li> <li>• Status and Challenges of Redside Dace in Lynde Creek, <b>Jeff McNeice</b> (<i>Central Lake Ontario Conservation Authority</i>)</li> </ul>	<p>Push-pull-system describes the move of information between two subjects. The stakeholders usually “pull” the information they demand for their needs through the delivery channel, while communicators “push” them toward the stakeholders. Science practitioners, decision makers and environmental communicators/educators need to ensure that they are communicating the science in practical ways.</p> <ul style="list-style-type: none"> <li>• Conservation Authorities in Ontario: Science Seeking Behaviour, <b>Karl Schaefer</b> (<i>Environment Canada</i>)</li> <li>• Exploring Environmental Sustainability Research – Putting Knowledge Translation and Transfer Into Practice, <b>Elin Gwyn</b> (<i>Ministry of Agriculture and Rural Affairs</i>)</li> <li>• Management and communication of Environmental Research: a Comparison of European and North American Approaches, <b>Dr. Alex T. Bielak</b> (<i>Environment Canada</i>)</li> </ul>

Watershed Management

Water

Natural Heritage – Special Wetlands Sessions

T2A

T2B

T2C

Stream Corridors and Natural Channel Design – Are We There Yet?

Strategies for Water Protection

The Science of Wetland Currency

Room 16

Room 10

Room 41

This session will explore how we move forward in Ontario towards sustainability of our stream corridors considering their linkages to watersheds and biodiversity. It will review where we have come from, where we are now and where we want to go.

Evolution of Natural Channel Systems Initiative in Ontario:

- Where Have We Come From?, **Jack Imhof** (Ministry of Natural Resources)
- Where Are We Now?, **Ed Gazendam** (Water's Edge Environmental Solutions Team)
- Where Are We Headed?, **Ray Tufgar** (AECOM)

Innovative strategies to protect our water resources from pollution, to better target cleanup efforts, and to ensure we will have enough water available are needed. These strategies are continually being investigated, developed, and implemented. Hear some recent developments and strategies that can and have been taken to protect our water resources.

- Microbial Source Tracking: Using Forensic Approaches to Identify Sources of Fecal Pollution, **Tom Edge** (Environment Canada)
- Fergus-Elora Water Soft Path Pilot, **James Etienne** (Grand River Conservation Authority)
- Water for Life in Nova Scotia: The Development of a Provincial Strategy, **Jessica Paterson** (Nova Scotia Environment)

Wetlands are important natural assets when tabulating the value that our natural environment contributes to our economic and environmental well being. These presentations will look at how wetlands can help us to reduce the impacts of climate change, protect water quantity and quality as well as explore how wetlands promote carbon sequestration.

- Quantifying the Importance of Wetlands in the Management of Floods and Droughts in the Rideau Valley Watershed, **Ferdous Ahmed** (Rideau Valley Conservation Authority)
- Carbon Sequestration and the Value of Wetlands, **Pascal Badiou** (Institute for Wetland and Waterfowl Research)
- Water Quality in Broughton's Creek, **Meagan Hainstock** (Institute for Wetland and Waterfowl Research)

10:30 - 12:00 PM



Sustainable Community Planning	Community Stewardship	Resource Management (Fisheries)	Environmental Communications and Social Media
T2D	T2E	T2F	T2G
Green Infrastructure	Reaching New Audiences for Stewardship	Restoration and Conservation	Great Science Doesn't Always Make for Great Reading
Room 40	Room 4	Room 5	Room 10A
<p>Green infrastructure may be a new term, but not a new idea. When used strategically, it is the ecological framework needed for environmental, social and economic sustainability. This session explores what our homes, communities and infrastructure need to look like in the coming age of sustainability.</p>	<p>Involving non-traditional partners in outreach to landowners can broaden our stewardship efforts and successes. With an increasing urban migration to the countryside, well informed real estate agents and/or lawyers may help steer these folks in the right direction in terms of conservation efforts on their lands. Involving young people from urban areas in stewardship initiatives can also help green the urban environment, and at the same time open their eyes to a larger world beyond their doorsteps.</p>	<p>Restoring native fish habitat and populations in the Great Lakes is the focus of this session. Work being done by various agencies and partners will be highlighted.</p>	<p>The language of conservation is not accessible to all audiences, especially the general public. But there are proven ways to cut through the complexity. Find out how clear language experts approach the challenge during this writing workshop. Please note: this workshop is for participants who have had some exposure to clear writing principles and techniques.</p>
<ul style="list-style-type: none"> <li>● Reclaiming a Municipal Waterfront for Residents, <b>Ruth Marland</b> (<i>City of Mississauga</i>)</li> <li>● Creating a Community Sustainability Plan - Markham's Green Print Experience, <b>B. N. (Raj) Mohabeer</b> (<i>Town of Markham</i>)</li> <li>● Reinventing the Commute: How Employers Are Greening the Trip to Work, <b>Ryan Lanyon</b> (<i>Metrolinx</i>)</li> </ul>	<ul style="list-style-type: none"> <li>● Marketing Stewardship to Rural Real Estate Agents, <b>Julie Hordowick</b> (<i>Toronto and Region Conservation</i>)</li> <li>● Lawyers and Stewardship Assets, <b>Ian Attridge</b> (<i>Kawartha Heritage Conservancy</i>)</li> <li>● Conservation Youth Corps - The Green Leaders of Tomorrow, <b>Shawn Verge</b> (<i>Credit Valley Conservation</i>)</li> </ul>	<ul style="list-style-type: none"> <li>● Lake Ontario Atlantic Salmon Restoration Program, <b>Matt Burley</b> (<i>Ontario Federation of Anglers and Hunters</i>)</li> <li>● American Eel Geospatial Decision Support Tool, <b>Carolyn Bakelaar</b> (<i>Fisheries and Oceans Canada</i>)</li> <li>● Work of the A/OFRC on Fish and Fish Habitat, <b>Maureen Peltier</b> (<i>Anishinabek/Ontario Fisheries Resource Centre</i>)</li> </ul>	<ul style="list-style-type: none"> <li>● Making It Real: How to Clearly Communicate the Value of Conservation, <b>Darlene Shura</b> (<i>Renaissance Communications</i>)</li> </ul>



## Program Details 2009

### 12:00 PM - Pioneer Luncheon

Guest Speaker:



**John Gerretsen**

*Ontario Minister of the Environment*

John Gerretsen, Minister of the Environment for Ontario, was first elected in 1995 to represent Kingston and The Islands. He was re-elected in 1999, 2003 and 2007.

Minister Gerretsen’s top priority since his appointment as Minister of the Environment has been to guide the implementation of the government’s climate change action plan. In his current role, Minister Gerretsen also introduced legislation to ban the use and sale of cosmetic pesticides, legislation to protect the Lake Simcoe watershed and the *Toxics Reduction Act* and strategy.

### 1:00 PM to 2:00 PM - Pioneer Award Ceremony

Each year, the A.D. Latornell Conservation Symposium honours and pays tribute to the significant personal and professional achievements of outstanding individuals in Ontario’s conservation field. Five people are being recognized this year for their extraordinary leadership and dedication to improving science, protecting biodiversity and educating people on the important role we all need to play in order to ensure a healthy environment today and for the future.

Master of Ceremonies:



**Jack McFadden**

Jack McFadden graduated in 1974 from the University of Western Ontario with a Masters Degree in Geography. His career spanned the next 32 years, primarily with Ministry of Natural Resources where he worked very closely with the Conservation Authorities. It was during his time as Regional Conservation Authorities Program Coordinator in Richmond Hill that Jack worked with Art Latornell and got to know him on a personal basis.

He remembers “it was an exciting experience to spend some time with Art and learn from him”. Jack is now retired and remains active on a number of Boards and Committees while managing his 50 acre wooded property on Georgian Bay in a conservationist manner.

## This Year’s Pioneers

### The Late Ian Parrish

Nominated by the **Ontario Ministry of the Environment**



- Spent 22 years as a key figure with Ontario Ministry of the Environment
- Helped to develop the Code of Practice for the Environmental Management of Road Salts
- Formulated an integrated approach across stakeholder groups with respect to potential threats to drinking water sources
- Championed the “social marketing” of Ontario’s Drive Clean Campaign

# A.D. LATORNELL CONSERVATION SYMPOSIUM

Nottawasaga Inn, Alliston, ON  
Nov. 18, 19, 20, 2009



## Ian Macnab

Nominated by the **Friends of Kawartha Conservation**



- Helped to form Friends of Kawartha Conservation
- Promoted the importance of watershed management throughout a long career with Ontario's Conservation Authorities
- Strong supporter and mentor of Young Conservationists Professionals program at the University of Guelph
- Over 16 years involvement with Sir Sanford Fleming College, School of Natural Resources

## Ernie Crossland

Nominated by the **Lake Simcoe Region Conservation Authority**

- Exemplary history of volunteerism
- Honourary lifetime member of Lake Simcoe Conservation Foundation
- Founder and Chairman of Millenium Project Nokiidaa Trail
- Newmarket's first "Honourary Citizen" had environmental scholarship created in his honour.



## Allan Ralph

Nominated by the **Upper Thames River Conservation Authority**



- Efforts resulted in restoration of The Coves Subwatershed in London, Ontario
- Spent 33 years with London School Board promoting conservationism to his students
- Helped to create Friends of the Coves Subwatershed Inc.
- Chair of the Advisory Board of the TD Friends of the Environment Foundation

## Craig Mather

Nominated by **Toronto and Region Conservation**

- Served as CAO of Toronto and Region Conservation for 13 years
- Work led to one of the first Flood Damage Reduction Programs in Ontario
- Worked toward having the Humber River designated as a Canadian Heritage River
- Formed the Environmental Volunteer Network to organize community volunteers in environmental pursuits



## Watershed Management

## Water

## Natural Heritage – Special Wetlands Sessions

T3A

T3B

T3C

### Low Impact Development/Storm Water Management

### Water and Information Technology/ Information Technology and Environmental Management

### Protecting Ontario Wetlands Through Policy

Room 16

Room 10

Room 41

This session will outline the future of stormwater management. Low impact, or distributed measures, such as bioswales and permeable pavement, will be described and implications for planning, design and construction will be outlined from a watershed, municipal and development perspective

- Stormwater and Low Impact Development 101, **Sameer Dhalla** (Toronto and Region Conservation)
- A Watershed Perspective – CVC Credit Water Management Strategy, **Christine Zimmer** (Credit Valley Conservation Authority)
- LID Guidelines, Examples and Economics, **Dave Maunder** (Aquafor Beech Limited)
- LID Pilot Project – Lessons Learned, **Dave F. Ashfield** (The Municipal Infrastructure Group)

This session will present some information management and information technologies, including Geospatial applications and tools, as they relate to water resources management and water conservation. Information management tools such as the Groundwater Information Network and the Windsor Essex Environmental Metadata system will highlight some of the ways information Management can assist in watershed management and water conservation.

- WEEMS (Windsor Essex Environmental Metadata), **Alice Grgicak-Mannion** (University of Windsor)
- Borehole Data and the Groundwater Information Network (GIN), **Boyan Broderic** (Geological Survey of Canada) and **David Sharpe** (Geological Survey of Canada)
- TRCA Flood Management Network, **Hendrik Amo** (Toronto and Region Conservation)

This session examines existing wetland protection policies and highlights both their successes and opportunities for improvement. The presentations explore various approaches to promote the value of wetlands in order to strengthen policies and decision-making.

- Wetland Conservation and Development Trends, **James Holland** (University of Guelph)
- Municipal Extension, **Kevin Rich** (Ducks Unlimited Canada)
- Wetland Protection - Lake Simcoe Application of Regulations Through to Convictions, **Michael Walters** (Lake Simcoe Region Conservation Authority)

2:00 - 3:30 PM



Sustainable Community Planning	Community Stewardship	Resource Management (Fisheries)	Environmental Communications and Social Media
T3D	T3E	T3F	T3G

<b>Food that Sustains - Food that Inspires</b>	<b>Innovative Approaches to Stewardship</b>	<b>Fish in the City</b>	<b>All About the Bottom Line?</b>
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Room 40	Room 4	Room 5	Room 10A
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This session will provide an overview of the local food movement in Ontario as well as a unique opportunity to hear from a creative chef/teacher about the movement to bring local food and 'real cuisine' back into the classroom.

- Local Food, Green Jobs: Growing Local Food Infrastructure for Ontario, **Lauren Baker** (*Sustain Ontario*)
- Via The Kitchen: One Institutional Response to our Current Economic Crisis, **Christopher Jess** (*Center Wellington District High School*)

New challenges often present new opportunities and innovative solutions. This session will examine projects that have taken some innovative approaches to community stewardship. What can we learn from such innovations and how can we apply them to our own stewardship challenges?

- Developing Community-Based Watershed Stewardship Plans: A Case Study From Hamilton and Brant, **John Fitzgibbon** (*University of Guelph*) and **Scott Mackay** (*University of Guelph*)
- The Upper Thames Watershed and "Friends of" Groups, **Craig Merkley** (*Upper Thames River Conservation Authority*)
- Maskinonge River Adopt-A-Watershed "A Community Approach", **Peter Burtch** (*Lake Simcoe Region Conservation Authority*)

Aquatic habitat on the Toronto waterfront has been degraded over time. Recently new interest in revitalizing the waterfront and improving habitat has emerged. Presentations from all levels of government will demonstrate how this initiative is being coordinated and progress to date.

This session will be delivered as a series of speed presentations by members of Aquatic Habitat Toronto.

- Organizations:
- **Toronto and Region Conservation**
  - **AMEC Earth and Environmental**
  - **University of Toronto**
  - **Toronto Water**
  - **Fisheries and Oceans Canada**
  - **Waterfront Toronto**
  - **Ministry of Natural Resources**

An expert panel discussion on the pros and cons of using the ecological goods and services model when communicating with the public. Is it a slippery slope? Should we be placing economic values on our ecosystems and wetlands or should we be using health, social, societal values for effective communication and public dialogue? Using economics as the vehicle for conservation messaging – will it be counter productive given the current economic doom and gloom?

- Panel Moderator:
- **Karl Schaefer** (*Environment Canada*)
- Panel Members:
- **Amy Handyside** (*Ministry of Natural Resources*)
  - **Pascal Badiou** (*Ducks Unlimited Canada*)
  - **Dr. Brad Bass** (*Environment Canada / University of Toronto*)



## 4:00 PM to 7:00 PM - Student Poster Presentation

The A.D. Latornell Conservation Symposium showcases a variety of original research projects which have either been just completed or are underway within our universities and colleges. This is a great opportunity for Symposium delegates to see innovation in action and to provide their feedback to student poster participants. A vote is held by delegates and cash awards of \$500, \$300 and \$200 is presented to the top three poster presentations.

This year, a total of 18 presenters are featured. They include:

**Jon Midwood, *McMaster University***

Use of satellite imagery and an automated classification method to assess changes to fish habitat in coastal wetlands of eastern Georgian Bay

**Rachel DeCatanzaro, *McMaster University***

Landscape controls on water quality of coastal marshes of eastern Georgian Bay

**Michelle Craig, *University of Waterloo***

Best practices around offline ponds in urban stream restoration - a Waterloo, Ontario Case study.

**Jessica Rosenberg, *University of Guelph***

Critical Success Factors for the Provision of Environmental Goods and Services in Norfolk County, Ontario

**Kristi Rudmik, *York University***

Invasive ant species at an urban park.

**Eric Camm, *University of Waterloo***

Assessing the treatment performance of an engineered media to remove phosphorus in stormwater runoff from an extensive green roof located on the Kortright Centre in Vaughan, Ontario.

**Paul Guerra, *University of Guelph***

Investment in the Provision of Environmental Goods and Services on Ontario Farmland: A Feasibility Study.

**Kevin Dance, *University of Waterloo***

Migrant Raptor Behavior and Mortality at an Ontario Wind Farm.

**Katherine St. James, *University of Waterloo***

The ecological effects of the cleared boundaries of Bruce Peninsula National Park.

**Mark vander Woerd, *University of Waterloo***

Designing successful stakeholder participatory processes for environmental planning: A case study of subwatershed planning in Hamilton, Ontario.

**Jessica Grealey, *University of Waterloo***

Monitoring butterfly abundance and diversity along an urban gradient: Using butterflies as biological indicators in a changing landscape.

**Sal Spitale, *University of Waterloo***

Examination of the Succession in the Understory of Red Pine Plantations in Southern Ontario.

**Titia Praamsma, *Queen's University***

Aquifer vulnerability and pathogen transport in a fractured rock aquifer located in an agricultural watershed.

**Mark MacNeil, *York University***

An alternative agricultural future for the Middle Maitland Valley Watershed.





**Erin Harkins, *University of Guelph***

The Relationship between Decision-Making Processes and Broad Indicators of Watershed Health: *A Case Study of Watershed Planning in Southern Ontario*

**Kurtis Elton, *University of Waterloo***

Irritations from Shaving Peaks: Barriers to the Implementation of Residential Seasonal Water Rates in Southwestern Ontario.

**Sara Thomasen, *McMaster University***

Use of ecological indices to detect changes in ecosystem health of Great Lakes coastal wetlands.

**Usman Mushtaq, *Queen's University***

"I'd explain it, but there's a lot of math": Non-experts in landfill site selection.

## 4:00 PM to 7:00 PM - Dream Auction

### A Green & White Christmas

The theme for this year's event is **A Green & White Christmas**.

The Dream Auction provides the perfect opportunity to find that special Christmas gift with many one-of-a-kind items available. There is something for everyone! We look forward to having you join us for an evening of fun.

There are numerous Silent Auction Items to bid on and you can pool your money with friends and colleagues for the Live Auction. Some of this year's Live Auction items include:

- Peterborough Tourism Package including 2 nights at King Bethune Bed & Breakfast, dinner at Electric City Gardens with Opimian Society wine and tickets to local attractions
- Sex in the City - give your favourite lady a strand of handcrafted exquisite pearls and matching earrings.
- Prince Edward County's Huff Estates is offering a winery tour and overnight stay
- Wine Rack with 18 bottles of wine from Lake Erie North Shore
- Golf for 4 at Eagle's Nest
- Wolf Tracking from the air in Algonquin Park with a Ministry of Natural Resources biologist
- Weekend Getaway to the Largest City on Lake Huron - Sarnia
- Hoist An Ale – Enjoy a Selection of Specialty Beer from the Publican House Brewery in Peterborough

**Hosted by: Don Mckay and Dick Hunter**

All Dream Auction items are generously donated by individuals and groups such as you. All Proceeds to be donated to the A.D. Latornell Grant Fund. Thank you to everyone who helps make this such a success.



**6:00 PM - Gala Banquet Dinner**

**7:15 PM - 208 Card Sale and Canoe Draw**

**For \$20 you can win a new 16 ft Evergreen Prospector Canoe**



A special limited ticket sale of only 208 cards for \$20 each will be held Thursday evening for the coveted prize of a new canoe, two hand-crafted Grey Owl paddles, tie downs, foam roof supports and a tent (value – over \$2500!) generously by **Bond Head Properties Inc.**

This is a really beautiful craft with white ash gunwales, teak thwarts and carrying yoke. With the Kevlar hull, it only weighs 49 lbs which makes it easy to carry. It will pack a load of up to 800 lbs - great for trips. Tickets will be sold for a very short period of time only on Thursday evening and you must be present to win.

## A New Partnership To Plant More Trees

To thank our 2009 speakers, the A.D. Latornell Conservation Symposium plants over 4,000 trees to combat climate change and generally help improve conditions in the Nottawasaga watershed. These trees help offset carbon emissions. The Symposium does this in partnership with the Nottawasaga Foundation and the Nottawasaga Valley Conservation Authority. This year, we are pleased to announce an additional new member of the partnership: Trees Ontario.

***Carbon offsetting is the process of balancing a defined unit of carbon dioxide emissions with a product that saves or stores an equivalent amount of carbon dioxide.***

Trees Ontario, working with its partners, is the largest, not-for-profit tree planting partnership in North America. It is committed to the re-greening of Ontario through a range of tree planting activities. That's why A.D. Latornell Conservation Symposium is happy to partner with Trees Ontario with our carbon offset program.

Did you know that approximately 128 tonnes of carbon dioxide is emitted through travel to and from the A.D. Latornell Conservation Symposium each year? The Symposium, in partnership with the Nottawasaga Foundation, the Nottawasaga Valley Conservation Authority and our new partner, Trees Ontario, will accept carbon responsibility by planting over 4,000 trees in the Nottawasaga watershed each year. These trees will absorb carbon as they grow over the next 10 years so that 128 tonnes will be removed by 2019. The carbon absorption of over 4,000 trees for the 70+ years after that will be an added bonus.

The Latornell Conservation Symposium encourages an approach whereby carbon emissions are saved, or at least significantly reduced, where possible and only offset when and where they cannot be saved. Through this approach each of us as individuals and collectively can accept carbon responsibility and therefore affect positive change in carbon emission in our atmosphere.





### **8:30 PM - Comedian - Deborah Kimmett**



#### *Wit With Wisdom*

Some people call Deborah a cross between Ellen and Erma Bombeck. Whatever you call her, she is one funny woman. A veteran of the famous Second City, Kimmett has been bringing her own brand of Wit with Wisdom to conference rooms and theatres for nearly thirty years. She energizes teams across North America on how to deal with constant change and and keep your sense of humor

doing it. Deborah appears on CBC TV's, Winnipeg Comedy Festival, and is a regular on CBC Radio's - The Debaters. In 1994, she was nominated for the Governor General's Award, for her hit play Miracle Mother, and she has a book of comedic essays, Reality Is Over Rated.

### **9:30 PM to 11:00 PM - Hospitality Suite in Room 1-2-3**

## **Your Link to Information**

The A.D. Latornell Conservation Symposium is pleased to provide a list of all our speakers plus their presentations (as available) on our website following the conference.

We will also provide a business directory of all the exhibitors as well as a listing of the Pioneer Award Recipients, Student Posters and Young Conservation Professional Graduates.

Please visit [www.latornell.ca](http://www.latornell.ca)



**Mark your calendar  
for the 2010 Symposium**

**November 17, 18 and 19, 2010**

**Nottawasaga Inn  
and Conference Centre  
Alliston, Ontario**



## 6:00 AM - The Red Eye Early Bird Walk or Run

Join some of the hardy souls attending the Symposium for a self guided walk or run on one of the Nottawasaga Inn's trails. Maps can be picked up at the registration desk.

## 7:00 AM - Conservation Breakfast

Available only until 7:45 AM

## 7:45 AM - Keynote Speaker



### Nature, Culture and Community: A New Narrative for a New Generation

**Lisa Glithero**

*Environmental Educator and Youth Advocate*

A new generation with a new narrative is needed; a narrative that breaks through the 'environment or economy' ethos to embrace a way of being that values the inextricable link between humans and the natural world. Such a narrative will require a generation that

believes in cooperation and collaboration; a generation that questions and thinks critically; a generation that promotes social well-being and civic engagement; a generation that recognizes their own agency. How can our respective learning communities work together to foster such a generation?

Education, youth and the environment have been the focus of Lisa Glithero's professional and personal life. With Bachelor of Science, Education and Master of Education degrees, she has taught in Canada, Nepal and has served as the Education Director for Students on Ice, an organization that leads educational expeditions for youth to Antarctica and the Arctic. Through 8 Polar Expeditions, Glithero has witnessed firsthand the impacts of Climate Change, further igniting her passion to connect today's youth to the planet's global ecosystem.

## 2009 A.D. Latornell Conservation Symposium Grant

The A.D. Latornell Conservation Symposium Grant was established in the memory of Art Latornell to provide support to deserving students and active members of the conservation community so that they may attend this popular event. Funds to support the grants are raised through the Symposium's annual Dream Auction.

Since 2002, a total of 107 people have received a grant. Applicants must be a student (college or university) or affiliated with an Ontario not-for profit/community conservation organization. Applicants must declare and demonstrate that without the grant they would be unable to attend the symposium.

Recipients receive one - three day registration package, including conference meals, and 2 nights accommodations at the Nottawasaga Inn. Individuals interested in applying for the 2010 Symposium are encouraged to do so at [www.latornell.ca/grant.html](http://www.latornell.ca/grant.html).

*"I want to let you know that of all the conferences I have been to, this was one where I learned the most. I spent most of the time in the communication stream and spent most of my time on the edge of my seat, I was so interested in what was being said."*

**Bronwen Buck**, *Carolinian Canada Coalition (2008 Grant Recipient)*

*"The sessions I attended were very interesting and helpful for my work."*

**Bruce Mackenzie**, *Ontario Farmland Trust (2008 Grant Recipient)*



## **NOON to 2:00 PM - Luncheon and Closing Plenary**

### **12:30 PM - Young Conservation Professionals Graduation**

A total of 20 people will be graduating from the 2009 Young Conservationist Professionals (YCP) Career Development Program this year, marking the fourth year of the program. Graduation ceremonies are held during the A.D. Latornell Conservation Symposium.

As part of the University of Guelph's Centre for Land and Water Stewardship, the YCP program is a comprehensive personal and professional development program to encourage young leaders within the conservation sector in Ontario.

YCP participants take part in an intensive year-long program consisting of residential retreats, workshops and guided, on-the-job practice and reflection - all focused on developing leadership and management skills. The YCP Career Development Program is especially suited to conservation agencies and organizations with limited professional development resources, limited budgets, and a pressing need for the next generation of conservation leaders to "step-up" and assume a management role.

The Young Conservation Professional Career Development Program is supported by Conservation Ontario, the A.D. Latornell Conservation Symposium, the Richard Ivey Foundation and the Sustainability Network. In addition this program would not be possible without the time generously donated by many conservation professionals who helped with advice and delivery of workshops.

For more information: [www.uoguelph.ca/~claws/ycp/index.html](http://www.uoguelph.ca/~claws/ycp/index.html)

The 2009 YCP-CDI program graduates include:

**Christine Deschamps**, *Lake Simcoe Conservation Authority*  
**Rebecca Dolson**, *Toronto and Region Conservation*  
**Alexandra English**, *FarmStart*  
**Kristen Field**, *The Couchiching Conservancy*  
**Michael Gibbs**, *Peterborough Green-Up*  
**Natalie Kiers**, *Niagara Land Trust Foundation*  
**Sasha Lambrinos**, *Caring for the Moraine Project*  
**Caitlin Langlois**, *Evergreen*  
**Kate Lillicrap**, *Ministry of Natural Resources*  
**Vicki MacDonald**, *Rouge Park*  
**William Martin**, *Ontario Forestry Association*  
**Lori McLean**, *Lake Simcoe Conservation Authority*  
**Christine Pritchard**, *Ontario Streams*  
**Louise E. Ritchie**, *Ministry of Natural Resources*  
**Brianna Rustige**, *Hearthmakers*  
**Rebecca Spring**, *Pollution Probe*  
**Emily Van Halem**, *Local Food Plus*  
**Angela Van Niekerk**, *Ausable Bayfield Conservation Authority*  
**Katarina Vuckovic**, *University of Guelph MSc Rural Planning*  
**Lyle Wood**, *Nottawasaga Valley Conservation Authority*

Graduating participants will be recognized at a special luncheon ceremony being held on Friday, November 20<sup>th</sup>.

Watershed Management	Water	Natural Heritage
F1A	F1B	F1C
<b>Participation in Watershed Management Plans</b>	<b>Managing Water for All Uses: The Business Perspective</b>	<b>Ecosystem Services: From Valuing to Conserving</b>
Room 10	Room 10A	Room 41
<p>Public engagement is a critical element of successful integrated watershed management plans. This session will focus on elements of and variations on successful public engagement in Ontario from the perspectives of a non-government organization, an academic and a watershed manager.</p> <ul style="list-style-type: none"> <li>Public Engagement : An NGO Perspective, <b>Andrew McCammon</b> (<i>Ontario Headwaters Institute</i>)</li> <li>Social Learning in Participatory Watershed Management: A Case Study of Drinking Water Source Protection in Ontario, <b>Gemma Boag</b> (<i>University of Oxford</i>)</li> <li>Collaborative Public Engagement Model, <b>Chandra Sharma</b> (<i>Toronto and Region Conservation</i>)</li> </ul>	<p>From tomatoes to toilet paper, water use is necessary in the production of many of the commodities, essential or not, that we use in everyday life. Hear what is being done in the agricultural and manufacturing industries to protect water, the use of which is an integral component of keeping these businesses viable.</p> <ul style="list-style-type: none"> <li>Innovation, Water Management and the Environment: An Overview of a Group Irrigation Project in Southwestern Ontario <b>Wade Morrison</b> (<i>Agriculture and Agri-Food Canada</i>)</li> <li>Water Stewardship Strategies - Coca-Cola Bottling Company's Approach to Sustainable Water Use, <b>Shannon Denny</b> (<i>Coca-Cola Bottling Company</i>)</li> <li>Minding Your Business – Peel's Role in Water, <b>Bryan Nichol</b> (<i>Region of Peel</i>)</li> </ul>	<p>Placing a value on ecological services is unsettled. Should ecological services only be valued from a monetary point of view? What about for their intrinsic values themselves?</p> <ul style="list-style-type: none"> <li>How Can We Move Forward on a Full Accounting of Ecological Functions as a Preparation for Talking About Ecological Services, <b>Graham Bryan</b> (<i>Environment Canada</i>)</li> <li>Placing a Realistic Value on Various Ecosystem Services, <b>Amy Handyside</b> (<i>Ministry of Natural Resources</i>)</li> <li>Beyond Values: Toward a Sustainable Ethics, <b>Peter Timmerman</b> (<i>York University</i>)</li> </ul>



Inspiring Sustainability	Community Stewardship	Geospatial Technology	Environmental Communications and Social Media
F1D	F1E	F1F	F1G
<b>Transforming Corporate Greed to Corporate Green</b>	<b>The Lake View</b>	<b>GeoSpatial Technology Developments Supporting Watershed Based Decision Making</b>	<b>Tools of the Trade: The Web 2.0 University</b>
Room 40	Room 4	Room 5	Room 6

Is corporate Canada shifting towards greener approaches or is it just “greenwash?” This session will explore perspectives on greening the corporate ethic, illustrate the difference between authentic and illusionary greening initiatives, and offer ideas for inspiring real corporate sustainability.

- Greening the Corporate Ethic, **Dr. Ingrid Leman Stefanovic** (*University of Toronto*)
- The Next Wave of Green Business: How Leading Canadian Companies Are Embedding Sustainability Today, **Robyn Hall** (*Canadian Businesses for Corporate Social Responsibility*)
- Tuning Out the Noise: Focusing on Leadership, **Kevin Brady** (*Five Winds International*)

All Ontarians have a connection to one or more lakes. Our economic and societal well being are dependant on the health of the Great Lakes as well as many smaller lakes across the province, and are a focal point for many to connect to their personal well being through stewardship efforts. This session will explore some examples of historical, and new and emerging collaborative initiatives addressing the protection, enhancement and restoration of Ontario lakes.

- The Lakeland Alliance, **Michael Gibbs** (*Lakeland Alliance Coordinator*)
- Utilizing Grass Roots to Protect Our Lakes, **Tracey Cooke** (*Ministry of Natural Resources*)
- W.A.S.T.E. - the Lake Simcoe Anchigamin Film Project, **Annabel Slaight** (*Ladies of the Lake*) and **Maria-Crystal Melo** (*W.A.S.T.E. - the Lake Simcoe Anchigamin Film Project*)

This session demonstrates how Provincial ministries support water monitoring and management, stimulate scientific inquiry, and bring us closer to better watershed based decision making.

- Interagency Collaborative IM Strategies Fostering Source Protection Planning, **Andy Gemza** (*Ministry of the Environment*)
- Data Improvement Projects in the Water Resources Information Program, **Monique Kuyvenhoven** (*Ministry of Natural Resources*)
- The Fish Web Collaborative: An Integrated, Collaborative Information Management System for Fisheries Data in Ontario, **Helen Ball** (*Ministry of Natural Resources*)

Mitch Joel will lead you through his “tools of the trade.” Demonstrating how you can better monitor the Web 2.0 landscape, add your brand to other communities. By the end of this session you will learn how to use the most current Social Media tools to improve your business, track what people are saying about you across all channels, how to share this wealth of knowledge with your colleagues, and, ultimately, be a better Marketer.

- **Mitch Joel** (*Twist Image*)

Watershed Management	Water	Natural Heritage
F2A	F2B	F2C
Integrated Watershed Management (IWM)	Geothermal - a Green Initiative?	Shrinking Budgets and Land Securement
Room 10	Room 16	Room 4
<p>Integrated Watershed Management is the process of managing human activities and natural resources in an area defined by watershed boundaries. This session will focus on: describing the status of IWM in Ontario; describing recent work completed on a Water Management Framework; and, the Innisfil Creek integrated water resource management strategy case study.</p> <ul style="list-style-type: none"> <li>◉ Status of Integrated Watershed Management in Ontario, <b>Hazel Breton</b> (Conservation Ontario)</li> <li>◉ A Water Management Framework for Ontario, <b>Chris Doherty</b> (Environmental Water Resources Group Ltd.)</li> <li>◉ Innisfil Creek Subwatershed – Developing an Integrated Water Resource Management Strategy (IWRMS) and Maintaining the Momentum for Implementation, <b>Ryan Post</b> (Nottawasaga Valley Conservation Authority) and <b>Tiffany Svensson</b> (Water and Earth Science Associates)</li> </ul>	<p>The popularity of using geothermal energy for home heating and cooling has risen exponentially. Are there environmental costs associated with geothermal that we should be worried about? Is it less environmentally damaging than burning oil and gas?</p> <ul style="list-style-type: none"> <li>◉ Earth Energy Systems: Understanding the Risks, <b>Heather Brodie-Brown</b> (Ministry of the Environment) and <b>Ann Marie Weselan</b> (Ministry of the Environment)</li> <li>◉ Geothermal Energy – Issues and Opportunities, <b>Donald Ford</b> (Toronto and Region Conservation)</li> <li>◉ Geothermal Drilling – We Must Get It Right or Our Water Bearing Aquifers and Ultimately All of Us Will Be the Big Losers, <b>Earl Morwood</b> (Ontario Ground Water Association)</li> </ul>	<p>Securing natural areas for conservation is traditionally approached in two ways that depend on the compensation choices that the landowner has selected: donation or sale. Tough economic times may require organizations to find creative measures to make their conservation dollars go further and do more in order to not compromise the organizations securement priorities.</p> <ul style="list-style-type: none"> <li>◉ Private and Non-Profit Partnerships for Land Conservation, <b>Barb Heidenreich</b> (Ontario Heritage Trust)</li> <li>◉ Case Studies in Creative Land Securement, <b>Robert Orland</b> (Orland Conservation)</li> <li>◉ A Compendium of Landowner and Public Planning Options for Land Conservation, <b>Paul Peterson</b> (Hacker Gagnac Rice)</li> </ul>





<b>Inspiring Sustainability</b>	<b>Community Stewardship</b>	<b>Geospatial Technology</b>	<b>Environmental Communications and Social Media</b>
F2D	F2E	F2F	F2G

<b>Personal Transformation</b>	<b>Paying for Stewardship</b>	<b>Information Management Projects</b>	<b>Monologues to Dialogues</b>
Room 5	Room 6	Room 10A	Room 19

Sustainability - The Individual Challenge for the Next Generation Change occurs most profoundly at the individual level and it is this inner transformation that often has the most important impact on a broader societal scale. As we near the end of the Latomell Symposium, join us for this session that will highlight examples of truly inspirational individuals and programs that will inspire change for the next generation.

- It Takes an Experience, **Lisa Glithero** (*Education Youth Environment Sustainability*)
- Home Economics for Millennials: Youth, Globalization and the Kitchen Sink, **Arthur Churchyard** (*Onaen Project*)

In addition to food, fuel, and fiber, good agricultural stewardship provides clean air, clean water, biodiversity, wildlife, trees, and green space. Increasingly, it is being recognized that farmers bear the costs of providing these "ecosystem services" that benefit all of society. Should such costs be compensated? How do we calculate the value? Who should pay? How? Explore these questions in this session focusing three case studies.

- Engaging Rural Communities in Ecological Goods and Services: Lessons From the Norfolk County ALUS Pilot Project, **Kristen Thompson** (*Alternative Land Use Services*)
- The Huron Payment for Ecological Goods and Services (PEGS) Pilot Project, **Susanna Reid** (*Huron County Planning Department*)
- Conservation Tenders in Australia: A New Method of Delivering Stewardship Programs, **Joe Halloran** (*Toronto and Region Conservation*)

In this session, we examine a number of initiatives and examples of web based technology in action. The integration of web based information into business allows both internal and public users to investigate, examine and integrate information in new and powerful ways. The session will demonstrate how web based technologies can improve access to information leading to better decision making. Audience members will be encouraged to suggest avenues for further development of the portals.

- Providing Water Information to the Public Through MOE GIS Portal, **Candace Jones** (*Conservation Ontario*)
- Ottawa Gatineau Watershed Atlas: OGWA, **Sasha Kebo** (*Pollution Probe*)
- Delivering Core Business Data Efficiency Through the Web: CAMaps.ca, **Tracey Boitson** (*Ausable Bayfield Conservation Authority*)

This session looks at the ways to integrate environmental messaging into new social media using technologies, tools and platforms facilitating the discovery, participation and sharing of content.

- Removing the Gate Keepers, **Scott Adams** (*CORE Consultants*)
- **Jen Evans** (*Sequentia Enviroics*)
- Understanding and Defining Your Online Strategy, **Jeff Quipp** (*Search Engine People*)



# daythree

FRIDAY, NOVEMBER 20, 2009

## 1:00 PM - Keynote Speaker



### Six Pixels of Separation: Marketing in a Connected World

Mitch Joel

Marketing and Branding Expert

Companies still struggle to understand online marketing as a new generation of digital opportunities unfolds. Consumers have never been so powerful. Consumers have never been so connected. Mitch Joel unravels the fascinating world of New Marketing, Consumer

Generated Content and Social Media. Learn how these marketing touch points are creating conversations where the results are staggering and loyalty is off the charts. Words like Social Media and Web 2.0 control every boardroom discussion in relation to growing market share and new Marketing opportunities. Learn how to take part in these communities and conversations.

When Google wanted to explain online marketing to the top brands in the world (including Wal-Mart, Costco, Sears and Sephora), they brought Mitch Joel to the Googleplex in Mountain View, California. Mitch Joel is President of Twist Image – an award-winning Digital Marketing agency. He is a marketing and communications visionary, interactive expert, community leader, Blogger and Podcaster. In 2008, Mitch was also named Canada's Most Influential Male in Social Media and one of the top 100 online marketers in the world.

Joel speaks frequently to diverse groups like Starbucks, Microsoft, Unilever, Procter and Gamble, The Power Within and has shared the stage with former President of the United States, Bill Clinton, Anthony Robbins and Dr. Phil.

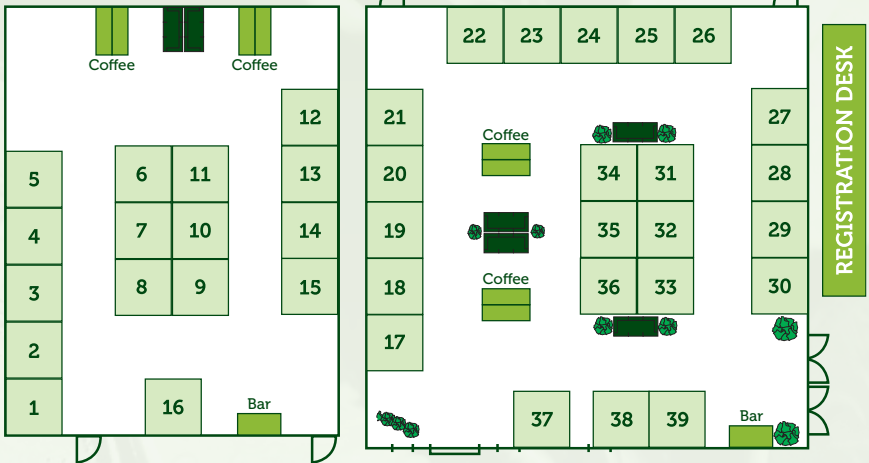
His first book, Six Pixels of Separation, will be released in the Fall of 2009 on Grand Central Publishing – formerly Time Warner Books, and his newspaper business column, New Business – Six Pixels of Separation, runs bi-monthly in both The Montreal Gazette and Vancouver Sun.

## This Year's Exhibitors



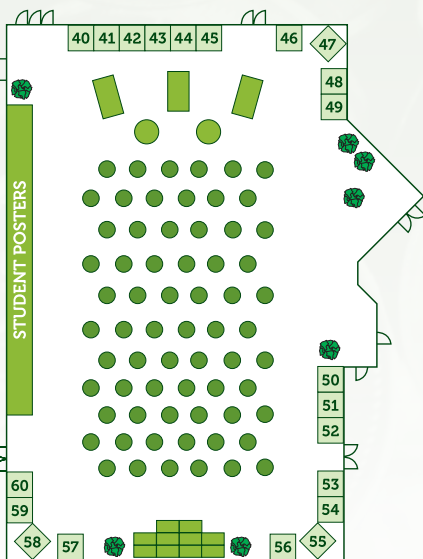
# This Year's Floorplan

## Exhibitor's Gallery



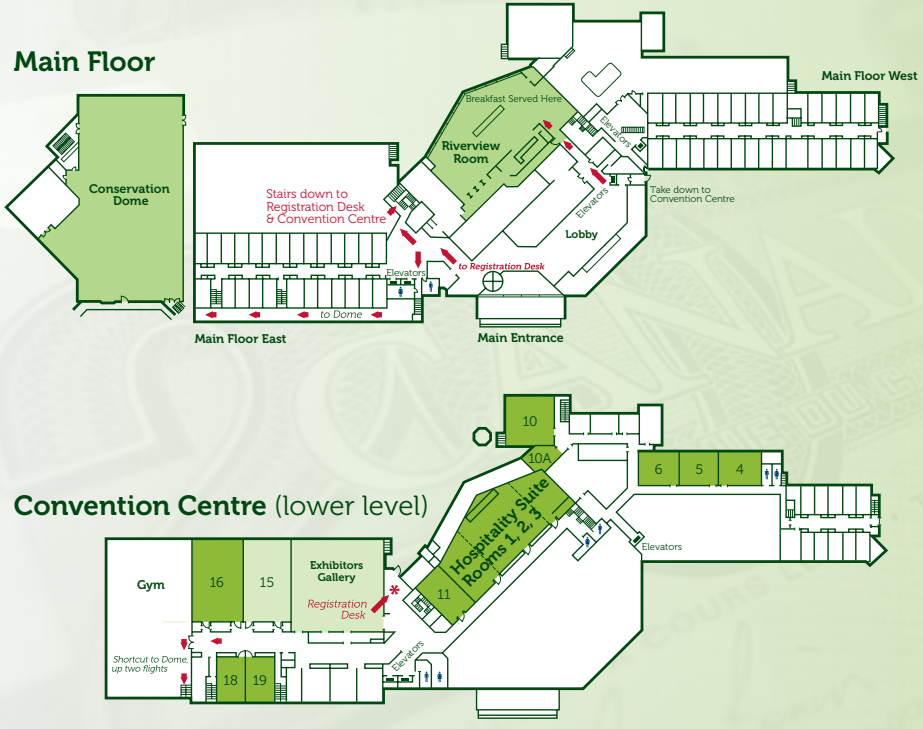
1. Ministry of Natural Resources - Water Resources Section
2. To Be Confirmed
3. Ontario Centre for Climate Impacts and Adaptation Resources
4. Stantec Consulting Ltd.
5. Storm Trap
6. Boating Ontario
7. Conservation Ontario
8. University of Guelph
9. Earth FX Inc.
10. To Be Confirmed
11. Maple Hill Tree Services
12. Dougan & Associates
13. Lura Consulting
14. To Be Confirmed
15. Hoskin Scientific Ltd.
16. Environment Canada - Lake Wide Programs
17. GENIVAR
18. Ontario Ministry of Agriculture, Food and Rural Affairs
19. Ontario Soil and Crop Improvement Association
20. Agriculture and Agri-Food Canada
21. WESA
22. Trees Ontario
23. AquaResource Inc.
24. Canadian Water Resources Association
25. Ministry of the Environment
26. Ministry of Natural Resources - Water Resources Information Program
27. Ontario Geological Survey
28. Imbrium Systems Inc.
29. KISTERS North America, Inc.
30. Rice Engineering and Operating Ltd.
31. Water's Edge
32. Natural Resource Solutions Inc.
33. AECOM Canada Ltd.
34. Ministry of Natural Resources - Southern Region
35. Fisheries and Oceans Canada
36. Campbell Scientific Canada Corp.
37. Schlumberger Water Services
38. Ontario Heritage Trust
39. Hanson Pipe & Precast

## Conservation Dome



40. DGS / Environmental Project Management Solutions
41. To Be Confirmed
42. Youth4Water
43. Youth4Water
44. To Be Confirmed
45. To Be Confirmed
46. Ontario Nature
47. To Be Confirmed
48. Centre for Sustainable Watersheds
49. Bullfrog Power Inc.
50. H-D Books
51. To Be Confirmed
52. To Be Confirmed
53. To Be Confirmed
54. Green Communities Canada
55. Indigenous Cooperative on the Environment
56. Conservation Ontario
57. Ministry of Natural Resources, Ontario Stewardship
58. Ducks Unlimited Canada
59. To Be Confirmed
60. To Be Confirmed

# Nottawasaga Inn Floorplan



## Session Information

Session	Rm.	Moderator	Session	Rm.	Moderator	Session	Rm.	Moderator
W1A	10A	Jessica Wright	T1A	10	Arthur Churchyard	F1A	10	Dawn Adams
W1B	16	Erin Harkins	T1B	10A	Erin Harkins	F1B	10A	Jessica Wright
W1C	40	Sal Spitale	T1C	41	James Holland	F1C	41	Sal Spitale
W1D	41	Katherine Cooper	T1D	40	Ted Sherk	F1D	40	Katherine Cooper
W1E	5	Amanda Hooykaas	T1E	4	Amanda Hooykaas	F1E	4	Charles Sule
W1F	10	No moderator	T1F	5	Dawn Adams	F1F	5	Ted Sherk
W1G	6	Jessica Turnbull	T1G	16	Wendy DeGomez	F1G	6	James Holland
W2A	10A	Jessica Wright	T2A	16	Wendy DeGomez	F2A	10	Dawn Adams
W2B	16	Erin Harkins	T2B	10	Jessica Turnbull	F2B	16	Jessica Turnbull
W2C	6	Sal Spitale	T2C	41	Erin Harkins	F2C	4	Charles Sule
W2D	41	Wendy DeGomez	T2D	40	Charles Sule	F2D	5	Ted Sherk
W2E	5	Amanda Hooykaas	T2E	4	Katherine Cooper	F2E	6	James Holland
W2F	10	No moderator	T2F	5	Sal Spitale	F2F	10A	Wendy DeGomez
W2G	40	Arthur Churchyard	T2G	10A	Arthur Churchyard	F2G	19	Amanda Hooykaas
			T3A	16	Ted Sherk			
			T3B	10	Jessica Turnbull			
			T3C	41	Jessica Wright			
			T3D	40	Charles Sule			
			T3E	4	Katherine Cooper			
			T3F	5	Sal Spitale			
			T3G	10A	Dawn Adams			