

One Sierra ONE VOICE



SIERRA NEVADA ALLIANCE

Keeping light in the range.

SIERRA NEVADA ALLIANCE 22ND CONFERENCE

AUGUST 25 - 27, 2016

Miners Foundry
Nevada City, California



WELCOME!

Dear Friends,

Thank you for joining us for the 22nd Annual Conference of the Sierra Nevada Alliance here in historic Nevada City. We are bursting with new energy. We are eagerly looking forward to renewing the connections that make the Alliance a strong and powerful voice for the Sierra Nevada and an asset to all our members both within the Range of Light and throughout the whole State of California.

We have filled this event with opportunities for hearing the words of wisdom from the stalwarts of the Sierras, fascinating conservation and sustainability workshops, awe-inspiring speakers, and timely news of new threats to guard against. Our conferences invigorate the Sierra conservation movement – and gain their energy from participants leading and sharing as much as those folks we've asked up to the podium, on stage, or on panels. Please take some time to talk to our Board members and or new Executive Director about ideas for how you or your group and the Alliance can best protect the Sierra Nevada together.

We are hoping you will find new tools, friends, and resources to go home with. More importantly, we hope you'll return to your own efforts reinvigorated to do what needs to be done to protect this beautiful region and help the remarkable people who live and play here.

This conference will be a chance to see old friends, introduce yourself to the friends you haven't met yet, raise questions, share advice and stories, envision new strategies and projects, and participate enthusiastically in what inspires you most.

The Sierra Nevada is an awesome range of extravagant beauty – and its future is brightened thanks to your dedication. Together, we can learn, share, get inspired and celebrate twenty-two years of dedication to protecting and restoring this stunning and divine Sierra Nevada region.

Warmly,



Doug Carstens

President, Sierra Nevada Alliance Board of Directors

DAY 1: THURSDAY, AUGUST 25, 2016

9:30 - 10:30 Welcome and Registration (Foyer)

10:30 - 12:00 **Workshop I: Getting Out Your Message** (Stone Hall)
Jesse Locks, Center for Nonprofit Leadership

In this workshop, participants will look at social good brands that are connecting with and building their audiences through creative and compelling content disseminated through various social media platforms such as Facebook, Instagram, Snapchat, Twitter, and YouTube. Attendees will learn from these test cases and apply these principles to how you or your organization can develop excellent, artful media that's crafted to appeal to people.

12:30 - 1:30 Lunch Provided (Osborne Woods)

1:30 - 3:30 **Workshop: Is Your Nonprofit Poised for Success?**
(Stone Hall)

Karen Marinovich, Center for Nonprofit Leadership

An examination of the development stages in nonprofit organizations as they age and mature (or not). This workshop explores the questions about how organizations can stay effective as they move through well-defined stages. Includes an exercise designed to measure the 'stage' of organizations. Also discusses the perils of getting stuck in a stage and strategies to keep moving forward

3:30 - 3:45 Break

3:45 - 5:00 **Guided Historical Tour of Nevada City** (Meet in Foyer)

Paul Matson, historian and former Nevada City Mayor

5:00 - 6:30 Wine Tasting Reception at Nevada City Winery (321 Spring Street, Nevada City, CA 95959)

DAY 2: FRIDAY, AUGUST 26, 2016

8:30 - 9:30 Registration (Foyer)

9:30 - 9:45 Welcome and Announcements (Stone Hall)

9:45 - 10:30 Sierra Nevada Alliance Update (Stone Hall)
Jenny Hatch, Sierra Nevada Alliance Executive Director

10:30 - 10:45 Annual Meeting (Stone Hall)

10:45 - 12:00 **Opening Panel: Unifying Our Voice for the Sierra**
(Stone Hall)

Panelists representing the major Sierra-wide organizations will summarize their current key programs and discuss how local level advocacy, planning and restoration can plug into region-wide efforts related to forest and watershed health, climate change, sustainable communities, land use and transportation infrastructure and habitat protection and restoration.

Panelists:

- Elizabeth “Izzy” Martin, The Sierra Fund
- Steve Frisch, Sierra Business Council
- Liz Mansfield, Sierra Water Workgroup
- Bob Kingman, Sierra Nevada Conservancy
- Susan Britting, Sierra Forest Legacy

12:00 - 1:30 Lunch Provided (Osborne Woods)

1:30 - 2:45 **Workshop I: Sierra Forests** (Stone Hall)

Wildfire threat is an age-old topic at Sierra conferences, which does not diminish its importance. With tree mortality at an all-time record high and new science predicting a species shift in forest types throughout the range, it is more important than ever to stay up-to-date on current climate change science and predictions, to articulate and quantify the ecological and community threats associated with dry and overcrowded forest conditions, and to stay abreast of old and new solutions to address forest health and catastrophic wildfire.

Panelists:

- Jodi Axelson Ph.D., University of California
- Gabe Schultz, CAL FIRE
- John Amodio, Rim Fire Recovery Consultant – Tuolumne River Trust

DAY 2: FRIDAY, AUGUST 26, 2016 (CONT.)

Workshop 2: Water Storage and the Role of Meadows (Osborne Woods)

The Sierra Nevada provides roughly 60% of California's domestic water, is home to 40 native fish species and over 400 terrestrial invertebrates. Meadows are a critical component of the broader Sierra Nevada environment providing critical ecological goods and services benefiting flora, fauna, local livelihoods and distant communities. However, it is estimated that more than 50% of Sierra meadows are in degraded states, compromising the long-term provision of benefits they provide. Given the criticality of Sierra meadows to California's water infrastructure, plants, animals and regional communities there is an urgent need, and opportunity, to increase the pace and scale of meadow restoration. This session will provide an overview of an effort to develop a Sierra-wide Meadow Strategy that aims to address three broad objectives centered around hydrology, biodiversity and soil/carbon. Additionally, this session will share information pertaining to meadow restoration activities taking place throughout the Sierra Nevada region.

Panelists:

- Dave Weixelman, U.S. Forest Service
- Mark Drew, California Trout
- Jessica Dee Strickland, Trout Unlimited
- Kerri Timmer, Sierra Business Council

2:45 - 3:00 Break

3:00 - 4:00 **Member Group Presentations: A-R** (Stone Hall)

4:00 - 4:45 **SNAP Member Graduation** (Stone Hall)

4:45 - 5:00 Closing Remarks and Announcements (Stone Hall)

5:00 - 5:15 Break

5:15 - 8:30 **Community Hoedown** (Osborne Woods)

With live music from Bison Bluegrass Band
Keynote Speaker Tim Palmer at 6:00 pm

DAY 3: SATURDAY, AUGUST 27, 2016

8:00 - 9:00 Registration (Foyer)

9:00 - 9:15 Welcome and Announcements (Stone Hall)

9:15 - 10:45 **Workshop 1: Transforming Transportation** (Stone Hall)

As a predominately rural region with only a few large city centers, most people associate access to the Sierra with a car trip. That assumption, however, can be transformed. It is up to us to identify means for reducing our vehicle miles traveled by identifying alternatives to the single-person car trip, by creating more bike friendly communities and by building inter-regional cycling and transit infrastructure. Reduced dependency on vehicles means less carbon in the atmosphere, decreased highway and road expenditures, safer and more connected communities and a healthier population. Not to mention – cycling the Sierra is an unparalleled recreation experience.

Panelists:

- Joshua Stark, TransForm
- Emilyn Scheffield, California State University, Chico
- Sarah Henjum, Friends of El Dorado Trail

Workshop 2: Making Space for Wildlife (Osborne Woods)

It's not all doom and gloom for the wildlife of the Sierra. This workshop highlights three programs that are improving habitat connectivity, identifying and protecting key lands that can serve as climate refugia, and building appreciation and awareness of the Sierra's biological assets.

Panelists:

- James Thorne Ph.D., UC Davis
- Melanie Gogol-Prokurat Ph.D., CA Department of Fish and Wildlife
- Sandra Jacobson, U.S. Forest Service Pacific Southwest Research Station

10:45 - 11:00 Break

11:00 - 11:30 **Keynote Speaker John Amodio** (Stone Hall)

11:30 - 12:45 **Networking Session: Advocacy and Partnership**
(Stone Hall)

12:45 - 1:30 Lunch Provided (Osborne Woods)

1:30 - 2:30 **Member Group Presentations: S-Z** (Stone Hall)

2:30 - 3:00 Closing Remarks and Announcements (Stone Hall)

THANK YOU!

Thank YOU for participating in the Sierra Nevada Alliance 22nd Annual Conference! We are inspired by all the individuals at this event working to save our beloved Sierra Nevada and so grateful for your efforts.

Thanks also go to the many sponsors, partners, speakers, and volunteers who made this event possible. We acknowledge The Sierra Fund, in particular the fabulous Amber Taxiera for many hours of work managing the logistics of this event; and thank the Sierra Business Council also for their administrative support.

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