



WESTERN CHAPTER NEWS

INTERNATIONAL EROSION CONTROL ASSOCIATION

Serving Erosion Control Professionals in Arizona, California, Nevada and Hawaii

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EC'14 Nashville: A Contractor's Perspective

The 2014 Nashville Environmental Connection at the Gaylord Opryland Resort and Convention Center was one of my favorites. My business partner Kym Kelley and I arrived early Saturday evening to take in some of the sites and explore, since neither of us had been in Nashville before. We stayed at the conference hotel and it was truly beautiful, our room faced the atrium, which was a treat. We even had time to volunteer at the IECA welcome center on Sunday night prior to the conference to greet people coming in early to register.

Fun times: We went to The Grand Old Opry on the Friday following the "Closing Bash" and Sara Evans was the headliner. I loved it, what a fun experience. While exploring the downtown area we toured the Ryman Auditorium (original site for the Grand Old Opry) and took in lots of fun history. We also went to the Johnny Cash Museum, and many country/honky tonk joints for great music and even some dancing! We were invited off the property for a couple of fun evenings, one with a supplier for dinner and dancing with our competitor, and a dinner with international folks attending the conference. Both evenings were very special.

The host hotel was beautiful; the Opening Session and Keynote breakfast speaker was Mayor Karl Dean. He discussed the flood in May 2010 that took place after the severe rains and flooding from the Cumberland River. The hotel received 10' of water and the entire first floor was flooded, 117 rooms were destroyed and the people that were at the hotel during the flood were evacuated to the local high school. The hotel manager was also a speaker sharing what took place during the seven months following the flood and the complete renovation. The nearby Grand Old Opry was also flooded and renovated.

The Tuesday full day course both Kym Kelley and I attended was Can You "Survive" Construction Site Environmental Compliance? The course was taught by Jennifer Hildebrand CPESC/CPSWQ and Mary A. Larson QSP/QSD/TOR, CPSWQ



Julie Etra, 2014 Winner of Most Distinguished Technical Paper Award, receives her award from IECA President Phillip Handley at EC'14 in Nashville, Tennessee. Photo courtesy IECA.

from Stormwater Specialists. This was marketed as an intermediate level class and it was. I greatly appreciate IECA letting attendee's know the level of the course to be better prepared prior to enrolling and attending. The classroom was completely full and Jennifer and Mary made the learning experience very interesting and everyone there came out with new ideas, knowledge and new tools. Both ladies were excellent teachers and kept us all engaged. I hope they return and the Western Chapter members take advantage of the opportunity to take this educational course. One of the other courses that I really felt was valuable was taught by Andrew Diehl, PE/CPESC called From The Eyes of The SWPPP Reviewer.

See **EC'14**, page 3



Claudia J. Chambers
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President's Message

I hope that 2014 is moving along in a positive direction for everyone. After five years of a declining economy it is nice to see things moving forward — albeit slowly.

With the ever-changing and evolving regulatory environment it is important for professionals to stay connected to the industry and one of the easiest ways to do this is membership in a professional organization, such as the IECA.

The WCIECA Board is committed to bringing to our members more opportunities for networking, learning and the exchange of ideas during the year. As we finalize the results of our SWOT analysis we will be meeting and developing a plan to meet the needs of our membership.

If you would like to host or help coordinate an informal Chapter mixer in your area, then please contact either Cyndi Brinkhurst at westernchapter@gmail.com or me (Doug Dowden) at stormwaterca@att.net. We've also included an updated how-to sheet on **page 16** of this newsletter.

My best to everyone,
Doug Dowden

Kudos Corner

As many of us go about our daily lives and work, there are many members of the Western Chapter who go above and beyond the call of duty and membership. Do you know of a member who has gone the extra mile on behalf of the Western Chapter? Do you know of a member who is implementing innovative techniques and/or technologies in the field? Then let us know so that we can acknowledge their outstanding contributions or achievements in the field of Sediment and Erosion Control. We encourage you to send us a short write-up outlining a fellow member's outstanding contributions and/or achievements for our next newsletter to stormwaterca@att.net.

Many of us know Peter McRae as an extremely devoted Board Member. Do you know that he is also one of our most senior members? In addition, Peter works hand-in-hand with our talented and devoted Administrative Assistant, Cyndi Brinkhurst behind the scenes to ensure that every Board meeting comes together seamlessly. Thus, from the rest of the Board, a sincere thank you to both Peter and Cyndi.

Anne Power with Tetra Tech, Inc. is a long time member of the Western Chapter. Anne behind the scenes consistently volunteers with editing our quarterly newsletter without any accolades, much less acknowledgment. Thus, at this time the Board would like to express a sincere thank you and long overdue gratitude of appreciation to Anne Power for her commitment to the success of our quarterly newsletters.

A sincere thank you goes out to Mike Alberson and Jeanne Duarte for taking the lead at EC'14 on behalf of the Board. Mike and Jeanne both volunteered to serve as our group's representation at EC'14 in Nashville this year and did a tremendous job for all of us. Thank you both. ☁



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Be All You Can Be

An organization is only as strong and active as its members – will you become active?

A few good people are needed on all the committees — *many hands do make light work!*

Please see the Committees list on our website to see how your talents and interests may benefit you and your peers and email the chairperson of that committee today!

At least 2 more candidates will be needed at our upcoming election in June for your Board of Directors—will you answer the call or nominate a good candidate? Think about it...do people say 'you are a good leader?' ☁

WANTED:

Arizona Ambassador

Are you a member in good standing and live in Arizona? Do you want to help lead the WCIECA into 2015? Then please contact us, because we can use your help as an Ambassador for Arizona.



The goal is for the Ambassadors to help identify issues, training needs and regulatory changes in each of the states; help coordinate activities within his or her state; and serve as a local point of contact for members from their state.

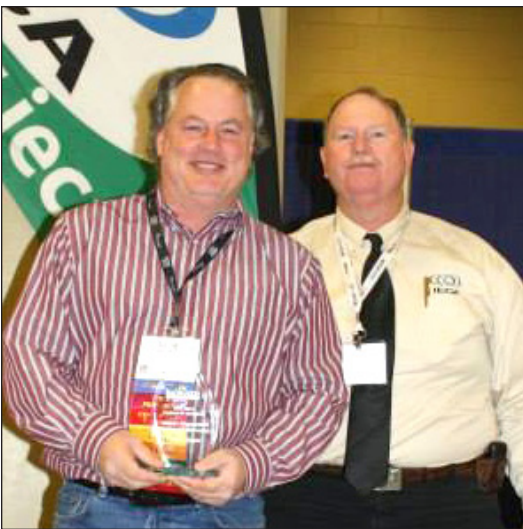
Please call or email Cyndi at (530) 272-2407 or westernchapter@gmail.com ☁

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Craig Benson accepts the Chapter Management Award of Achievement on behalf of the Western Chapter at EC'14. Photo courtesy IECA.

EC'14, continued from page 1

One of my favorite parts of the conference is going to the trade show. Since I am a contractor, this is critical to keep up with the industry. Having the opportunity to reconnect to old friends and people we work with during the year makes it even more special. There were plenty of opportunities for connecting. IECA did a great job with the special events, lunches and opening and closing events.

The Chapter meeting had about 19 of our members in attendance and Mike Alberson made a call from his cell phone to the board members back at home that could not attend. I would recommend we change up how we connect in 2015 in Portland, Oregon. Talking with Alex Zimmerman on how they put on their chapter meeting at the conference gave me ideas for next year. Let's all put Portland, Oregon on our calendars now and think outside of the box on how we can step up to the plate as a chapter at the future conferences and exceed all of our expectations. ☁



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Urban Stream Channel BMPs: A California Case Study

Storm water design plans are incredibly important when looking ahead at storm events. The most important aspect that needs protection is the soil itself. Once the soil is stabilized, either by vegetation, BMPs, or both, erosion and sedimentation are minimized, infiltration is maximized, and water quality remains high. When focusing on urban settings, the runoff coming from buildings and structures can be incredibly problematic if not dealt with properly. In this case study, we will be focusing on the design of an urban stream channel on the Cal Poly, San Luis Obispo campus and what types of erosion and sediment control practices would be best suited for the situation.



Hallie Douglas
WCIECA Student Member
Cal Poly State University
San Luis Obispo

Hallie is finishing up her senior project in her fifth year at Cal Poly, San Luis Obispo, studying Soil Science with a concentration in land resources. She hopes to continue her education and attend graduate school in civil engineering. Her professional goals include working within the stormwater management field either with a government agency or engineering firm.

The area of interest includes a stream channel around 50 feet in length. A steep 2:1 (H:V) slope borders one side of the channel, while a pedestrian bike path borders the other. The channel runs downhill at a very gradual angle and ends in rock surrounding a larger drain bordering a separate pedestrian path. There is an irrigation system for the grass located at the top of the steep 2:1 (H:V) slope.

Looking at this type of situation, there are multiple ways to manage the area to promote infiltration and decrease runoff to make sure that no erosion or sedimentation lands in the pedestrian path past the drain. As for the stream channel itself, stability of the soil would be of main concern so that detachment does not occur during a rain event. Vegetating this area, along with the steeper slope, would be the main goal for the area. A rolled erosion control product (RECP) turf-reinforced mat (TRM) could be applied to the stream channel and slope to allow for stability to occur and establishment of seeds. Since the water velocity through this area is not very high, therefore a mid-grade TRM would suffice. After installation of the TRM, seed would be applied followed by 3/4" application of compost. Once vegetation is established, the area would be able to act as a biofiltration swale to filter out contaminants and toxins, as well as slow down the velocity even more.

As for the final drainage area, the RECP TRM would extend into that area and be covered with graded rock in order to further slow down the velocity of the stream. The slower moving water will be able to more effectively infiltrate the soil and keep the biological processes running.

With these processes in place, complete erosion and sediment control will be reached and a storm water design plan put to use. Every urban stream channel is different and requires different management practices, but hopefully this could act as a reference for future projects.

Special thanks go to the Cal Poly campus and Dr. Brent Hallock. ☁

Regulatory Movement & Updates

Clean Water Act Update

Are you aware that the Government Accountability Office recently prepared and issued to congress a report entitled “Clean Water Act Changes Needed if Key EPA Program Is to Help Fulfill the Nation’s Water Quality Goals” (December 2013)?

The 108-page report is an insightful examination of some of the hindrances or obstacles to the success of improving our nation’s waters. The report is similar to a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. It examines nonpoint source, total maximum daily loads (TMDLs), the concept of voluntary compliance, legal authority to mandate compliance, and funding limitations.

In short, the report recommends that Congress revise the Clean Water Act, specifically the voluntary compliance approach to TMDL compliance. For a complete review of this very informational report, please go to: tinyurl.com/m2h879b.

Industrial Permit Update

At last, the State of California’s revised Industrial General Permit, Order NPDES No. CAS000001, has been released for final review. This new permit truly reflects a thoughtful rewrite of the previous permit by State Water Board personnel.

Amongst many improvements, it now provides that “Qualified Professionals” manage in-effect wastewater pretreatment programs. A “Qualified Professional” in this context is a “Qualified Industrial Stormwater Practitioner” (QISP). However, the qualifications required to become a QISP are not fully vetted out yet, but many suggest that only engineers (i.e. Civil, Chemical, and Environmental) and people with environmental degrees be allowed to take the proposed examination to be a QISP. So for now, hold on until this draft permit is finalized.

EPA’s Final Construction & Development Discharge Rule

At long last the EPA has issued its final rule on effluent discharges for construction and development. To the point “there are still no numeric turbidity limits.” Thus, numeric effluent limits for construction sites have been removed from the equation. ☁

Judicial Perspective On Regulatory Authority

Cities, counties, community services districts, and communities across the western states spend millions of dollars to protect local water quality and remain compliant with a slew of Federal and State regulations. Staff at these agencies review proposed plans, conduct routine inspections, and engage in enforcement activities when sites may not be compliant. However, one area is lacking as revealed by at least two superior court decisions in Southern California.



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Agencies need “Qualified Professionals” to not only conduct plan reviews, perform routine site inspections, but coordinate and manage enforcement actions against the private sector. Qualified Professionals have the proven skills, knowledge, and abilities that are often demonstrated by securing the requisite credentials — degrees, certifications, and/or professional licenses.

When non-qualified individuals review plans, conduct site inspections, and/or engage in enforcement actions against the private sector this can result, not only in an embarrassing situation for an agency, but liability for the agency. Highly trained and certified professionals assisting clients in the defense of water quality based enforcement actions have picked up on this gap in the process and the decisions handed down by informed magistrates have not only been embarrassing for local agency officials, but have also been expensive. In fact, the recent decisions handed down have mirrored the regulatory requirements specified in the EPA’s NPDES program, California’s MS4 Phase II Permit language, and the language contained in California’s Construction General Permit.

The Construction General Permit WQO 2009-0009-DWQ amended by 2010-0014-DWQ & 2012-0006-DWQ, page 20, summarizes the findings of a 2008 Blue Ribbon Panel (BRP):

Order 99-08-DWQ required that all dischargers train their employees on how to comply with the permit, but it did not specify a curriculum or certification program. This has resulted in inconsistent implementation by all affected parties - the dischargers, the local governments where the construction activity occurs, and the regulators required to enforce 99-08-DWQ. This General Permit requires Qualified SWPPP Developers and practitioners to obtain appropriate training, and makes this curriculum mandatory two years after adoption, to allow time for course completion. The State and Regional Water Board are working with many stakeholders to develop the curriculum and mechanisms needed to develop and deliver the courses.

Later in the same Permit, page 32, it is indicated that:

The discharger shall ensure that all persons responsible for implementing requirements of this General Permit shall be appropriately trained in accordance with this Section. Training should be both formal and informal, occur on an ongoing basis, and should include training offered by recognized governmental agencies or professional organizations. Those responsible for preparing and amending SWPPPs shall comply with the requirements in this Section VII.

By definition, agencies are “dischargers” and thus, the same standards apply to their staff as it does to the private sector. These standards and/or requirements are further expanded upon within the recently adopted Phase II Small MS4 Permit.

The language is clear (see Phase II Small MS4 Permit, page 28) – “Qualified Professionals” must have some and/or all of the following credentials:

- (a) *Plan Reviewers and Permitting Staff* – The Permittee shall ensure plan reviewers and permitting staff are qualified individuals, knowledgeable in the technical review of local erosion and sediment control plans, **(including proper control measure selection, installation, implementation, and maintenance as well as administrative requirements such as inspection reporting/ tracking and the use of the Permittee’s enforcement responses [emphasis added])**, and are certified pursuant to a State Water Board sponsored program as a Qualified Storm Water Pollution Prevention Plan (SWPPP) Developer (QSD), or a designated person on staff possesses the QSD credential.
- (b) *Erosion Sediment Control/Storm Water Inspectors* – The Permittee shall ensure inspectors are qualified individuals, knowledgeable in inspection procedures, and are certified pursuant to a State Water Board sponsored program as either (1) a Qualified SWPPP Developer (QSD); (2) a Qualified SWPPP Practitioner (QSP); or (3) a designated person on staff possesses each credential (QSD to supervise plan review, QSP to supervise inspection operations).
- (c) *Third-Party Plan Reviewers, Permitting Staff and Inspectors* – If the Permittee utilizes outside parties to review plans and/or conduct inspections, the Permittee shall ensure these staff are trained.

A similar standard applies under the new draft Industrial General Permit, wherein it is stipulated on page 24 that a “Qualified Industrial Storm water Practitioner (QISP) is a person (either the Discharger or a person designated by the Discharger) who has completed a State Water Board- sponsored or approved QISP training course, and has registered as a QISP via SMARTS.”

I know that this article is simply preaching to the choir; however, it is clear that regulatory agencies at the Federal and State levels have stipulated specific requirements of who can manage, operate, and enforce these program requirements at the local level.

What should you or an organization do — contact a “Qualified Professional” to discuss options. The options available to local agencies include: hiring a qualified professional as a staff member, training staff that are eligible to take the various exams or hire a qualified contract professional as a consultant. Listed in the table on the right are a few sources on the internet to locating qualified professionals and/or determining one’s eligibility to taking a specific exam.

So what can private sector consultants do when a developer and/or builder contacts them with concerns about the technical legitimacy of a “Stop Work Order” or “Notice of Violation” issued by a local agency? First determine if the issuing party is a “Qualified Professional.” Then determine if the inspector was a “Qualified Professional.” Next, determine whether or not the evidence of the alleged violation was procured under basic laws of evidence. ☹️

Pre-Requisite QSD/QSP Certifications/Registrations	Type
California Registered Professional Civil Engineer www.pels.ca.gov	QSD/QSP
Western Chapter International Erosion Control Association www.wcieca.org	Listings of QSD / QSP
California Registered Professional Geologist or Engineering Geologist www.geology.ca.gov	QSD/QSP
California Registered Landscape Architect www.latc.ca.gov	QSD/QSP
Professional Hydrologist registered through the American Institute of Hydrology (AIH) www.aihydrology.org	QSD/QSP
Certified Professional in Erosion and Sediment Control (CPESC) registered through EnviroCert International, Inc. www.envirocertintl.org	QSD/QSP
Certified Professional in Storm Water Quality (CPSWQ) registered through EnviroCert International, Inc. www.envirocertintl.org	QSD/QSP
Professional in Erosion and Sediment Control (PESC) registered through National Institute for Certification in Engineering Technologies (NICET) – Level 3 www.nicet.org	QSD/QSP
Certified Erosion, Sediment and Storm Water Inspector (CESSWI) registered through EnviroCert International, Inc. www.envirocertintl.org	QSP
Certified Inspector of Sediment and Erosion Control (CISEC) registered through Certified Inspector of Sediment and Erosion Control, Inc. www.cisecinc.org	QSP

Western Chapter Polo Shirts Available!

Stand out—be proud to be a member of the Western Chapter and help the Scholarship Fund!

Polo shirt features embroidered Chapter logo as seen in photo. L and XL sizes only (not preshrunk), \$20/shirt plus shipping costs. All polo shirt profits benefit the WCIECA’s university scholarship fund.



Call Cyndi Brinkhurst at (530) 272-2407 or email her at westernchapter@gmail.com with your quantity, size and shipping information to place your order. Credit card or check accepted. ☺️

Summary Report on the Chapter SWOT Analysis

The Western Chapter - International Erosion Control Association (WCIECA) Board of Directors and Administrative Consultant met on January 31, 2014 and February 1, 2014 to develop a strategic plan for the Western Chapter. The purpose of the strategic planning retreat was to generate ideas, to set priorities, and to formulate a plan to guide the near-term and long-term WCIECA program without the distraction of routine Board business.



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A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was conducted as part of the strategic planning retreat. A SWOT analysis is a structured method to identify and evaluate an organization by articulating the purpose of the organization and then identifying the internal and external factors that are favorable or unfavorable in fulfilling the organizations purpose.

The results of the SWOT analysis can ultimately be used to guide an organization's leadership in prioritizing goals, setting objectives, and taking actions to achieve the purpose of the organization: in some situations, the outcome of the SWOT analysis may result in the leadership adjusting the purpose of the organization to better align with the organization's capabilities.

The following individuals contributed to the SWOT analysis during the retreat: Douglas Dowden, President; Jeanne Duarte, Administrative Vice President; Chris Marr, Technical Vice President; Peter McRae, Treasurer; Michael Broadwater, Secretary (Friday only); Directors Michael Alberson, Jeff Endicott, Robert Everhart, and Jane Ledford; and Cyndi Brinkhurst, Administrative Consultant.

Purpose of the Organization

The WCIECA Board of Directors and Administrative Consultant articulated the purpose of the organization as follows:

WCIECA unites consultants, contractors, engineers, agencies, developers, manufacturers, suppliers, academics, and other practitioners interested in effective and economical methods of erosion and sediment control leading to improved water and air quality; environmental restoration; and land stewardship. WCIECA serves members located in Nevada, Hawaii, California, and Arizona.

SWOT Brainstorm

The WCIECA Board of Directors and Administrative Consultant conducted a self-facilitated brainstorming session to identify the WCIECA's Strengths, Weaknesses, Opportunities, and Threats. The outcome of the brainstorming session is shown in Table 1 following this article.

After brainstorming and discussing the outcome, items on the SWOT list were revised, combined, and moved where necessary to eliminate redundant entries, reduce overlap, and to achieve an understanding of the meaning of each item by the SWOT participants. Next, the participants voted to indicate their top priorities in each category: the number of votes per participant per category was varied by the number of items in the category and ranged from three to four votes per person, with participants limited to voting only once per item within a category. The numerical results of the voting are included in Table 1. The items in each category were then grouped together based

Upcoming Events

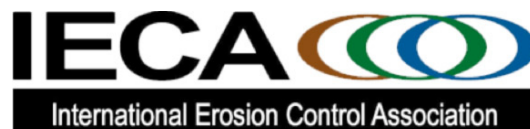
May 13–15 (Santa Rosa, CA) *Working Collaboratively for Successful Restoration: SERCAL Conference...* Get details at www.sercal.org

October 8–11 (Chico, CA) *Cal-IPC Symposium...* Get details at www.cal-ipc.org/symposia/

Various Dates (Regions in CA)

Sacramento River Watershed Program presents a series of Watershed Management Workshops. See www.cce.csus.edu/conferences/srwp/srwp.cfm?pid=10

California Rapid Assessment Method Training (CRAM) www.cramwetlands.org/training.html



IECA's 2014 Webinar Series

IECA Members can take up to six complimentary vendor webinars throughout 2014, which amounts to six PDH credits. View the full webinar schedule on IECA's Webinar website.

April 16 - Specifying Erosion and Sediment Control Practices

May 7 - IECA Vendor Webinar: Erosion & Sediment Control for the Oil & Gas Industry (Sponsored by HaloSource)

May 21 - To be Determined

June 4 - IECA Vendor Webinar (Sponsored by Tensar)

June 18 - RAPPS (E&SC) for Oil and Gas Operations

July 16 and 23 - Infiltration Basins - Does your design hold water? Part One & Part Two



SWOT Tables

Tables 1 and 2 compiled from the Chapter's Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis are available starting on **page 8** of this newsletter.

Table 2: SWOT Translation

Strengths	Opportunities
<ul style="list-style-type: none">■ Diverse, knowledgeable membership■ Product and methodology knowledge■ Size of organization■ Proactive EDC control in region■ Length of being in practice■ Financially strong■ Website is set up / web presence■ Professional administrative staff■ Good relationship with ECA	<ul style="list-style-type: none">■ New NPDES regulations that relate to erosion and sediment control■ New Construction General Permit■ New Industrial General Permit■ Regulatory expansion■ Agriculture is becoming regulated by Waters, TMDLs■ New development and redevelopment technologies (green LED)■ Promote sustainable solutions considering lifecycle costs■ These opportunities are ripe for WCIECA to provide technical advice and direction■ Communicate via Newsletter, etc. widely to get people engaged■ Join events/conferences■ Look at organization structure to see if it is effective (admits, committees, etc.)■ Professional administrative staff
Weaknesses	Orphan Opportunities
<ul style="list-style-type: none">■ Not communicating who we are	<ul style="list-style-type: none">■ Chapter Affiliate Status■ Climate change (drought, flood, fire, etc.)■ Joint memberships■ Use group memberships (see APMA, CAGWA, WET)
Conversion Strategy - Weakness to Strength or Opportunity	
<ul style="list-style-type: none">■ Capitalize on the newly confirmed Purpose of the Organization as articulated by the Board and as described above■ Include prominently on the web site■ Give people to the website so they see the Purpose. Maybe post letters on the website that people in the industry are interested in, such as professional papers, photos, etc. and they will come.■ The Purpose of the Organization must be in the minds of every Director and repeated at every opportunity. It's the Elevator Speech.■ Many don't know us, so their ears and eyes can't find the message.	

on relative votes, with green highlights, yellow highlights, and no highlights for high priority, medium priority, and low priority items, respectively. The results are shown in Table 1 following this article.

SWOT Translation

The results of SWOT brainstorming and prioritizing are next examined through a process of matching, converting, and containment. Matching is used to link organizational strengths to opportunities. Converting is the process of identifying strategies to convert weaknesses into strengths and threats into opportunities. Containment is a process for minimizing the impact of weaknesses or threats that are unlikely to be converted into strengths or opportunities. Table 2 presents the SWOT Translation.

Executive Summary

The WCIECA is a long-established member organization with significant, un-realized opportunities and only nominal and containable threats. The current weaknesses of the organization have been paralyzing and have prevented the WCIECA from achieving the opportunities that the leadership sees, but has worked to grasp in recent years. Addressing the weakness of the organization will enhance existing opportunities and lead to new opportunities and the renewed success that the Board of Directors wants to see.

The WCIECA grew its membership and program over time with great success. The growth ultimately reached the capability of the leadership and program structure of the day, and the result was an organization on a plateau, neither growing nor shrinking membership or programs in significant amounts. Then, the Great Recession hit the United States. WCIECA members were faced with job cuts, pay cuts, fewer purchase orders, and challenges in paying membership dues and participating in a discretionary membership organization like WCIECA. WCIECA Board of Directors, who all serve as volunteers, faced the challenges faced by all members, in addition to the challenges of carving out enough time to volunteer to run the organization, plan events, and attend events at the same time they needed to keenly focus on running their businesses and doing their jobs. The Great Recession combined with the plateau, and the WCIECA lost members and delivered fewer programs.

Fortunately, while the WCIECA may currently be in a rapid decent, it's certainly not in a death spiral, and from the plateau of 20,000 feet, there are time and opportunities to control the decent, bring the program to straight and level, and then begin a gradual climb to a new cruising altitude.

The WCIECA Board is to be commended for taking on the challenge of strategic planning and the SWOT analysis. The SWOT analysis gets to the essence of the organization, and may bring forward issues, ideas, concepts, and feelings that are much easier to ignore: but to ignore the realities identified by the SWOT is to accept the fate of the organization. The strength of the WCIECA Board will be measured by the extent it celebrates its strengths, uses its strengths to seize opportunities, and transforms weaknesses and threats.

The SWOT and Table 2 provide considerable material for immediate action and long-term action planning and priority setting. Table 2 provides a starting point of ideas and strategies to begin the process: it is important for the WCIECA Board to realize that not every idea or strategy in Table 2 can happen immediately. The key to success is often the first step, which is often the hardest step, but none the less, the first step must be taken to achieve any progress.

The WCIECA Board invites members to provide feedback on the SWOT analysis and the Executive Summary. Has the Board missed identifying key strengths or opportunities? Has the Board identified the weaknesses that need to be overcome? Member feedback is a critical key to success of the WCIECA, and we look forward to hearing from you. Please send your comments via email, with subject "WCIECA SWOT Comments," to westernchapter@gmail.com. ☁



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Table 1: SWOT Brainstorm Results with Relative Priorities

Strengths	Weaknesses
<ul style="list-style-type: none"> ■ 9-Diverse, knowledgeable membership ■ Size of organization ■ Length of being in practice ■ Proactive E&S control in region ■ 9-Product and methodology knowledge ■ Good relationship with IECA ■ 9-Financially strong ■ Website is set up / web presence ■ Professional administrative staff 	<ul style="list-style-type: none"> ■ 5-Not marketing to appropriate groups ■ 6-Not known outside the industry ■ 4-Not building outside relationships ■ 4- Not communicating who we are ■ 3-Needing to take focus outside of CA ■ 4-Board disconnected to membership, outside organizations, outside of CA
Opportunities	Threats
<ul style="list-style-type: none"> ■ 7-Communicate via Newsletter, etc. widely to get people engaged ■ 7-Professional administrative staff ■ 9-New NPDES regulations that relate to erosion and sediment control <ul style="list-style-type: none"> <input type="checkbox"/> New Construction General Permit <input type="checkbox"/> New Industrial General Permit <input type="checkbox"/> Regulatory expansion <input type="checkbox"/> Agriculture is becoming regulated, Ag Waivers, TMDLs ■ 3-New development and redevelopment technologies, green, LID ■ 1-Climate change (drought, flood, fire, etc.) ■ 1-Promote sustainable solutions considering lifecycle costs ■ 0-Joint memberships ■ 6-Joint events/conferences/ ■ 6-Look at organization structure to see if it is effective (admin, committees, etc.) ■ 0-Use group memberships (See APWA, CASQA, WEF) ■ 2-Chapter Affiliate Status 	<ul style="list-style-type: none"> ■ 8-Economy and existing and potential members having limited funds to pay for memberships ■ 4-Competition from other organizations for membership ■ 1-Regulations change regularly and between states, making reuse of materials a challenge ■ 4-Volunteer efforts have driven event planning ■ 7-Not effectively utilizing the committee structure ■ 0-Response time between members and the board. ■ 0-Board members are highly engaged in their profession, limiting their time available to the organization.

Table 2: SWOT Translation

Strengths	Opportunities
<ul style="list-style-type: none"> ■ Diverse, knowledgeable membership ■ Product and methodology knowledge ■ Size of organization ■ Proactive E&S control in region ■ Length of being in practice ■ Financially strong ■ Website is set up / web presence ■ Professional administrative staff ■ Good relationship with IECA 	<ul style="list-style-type: none"> ■ New NPDES regulations that relate to erosion and sediment control <ul style="list-style-type: none"> <input type="checkbox"/> New Construction General Permit <input type="checkbox"/> New Industrial General Permit <input type="checkbox"/> Regulatory expansion <input type="checkbox"/> Agriculture is becoming regulated, Ag Waivers, TMDLs ■ New development and redevelopment technologies, green, LID ■ Promote sustainable solutions considering lifecycle costs ■ These opportunities are ripe for WC-IECA to provide technical advice and direction. ■ Communicate via Newsletter, etc. widely to get people engaged ■ Joint events/conferences ■ Look at organization structure to see if it is effective (admin, committees, etc.) ■ Professional administrative staff
Orphan Opportunities	
	<ul style="list-style-type: none"> ■ Chapter Affiliate Status ■ Climate change (drought, flood, fire, etc.) ■ Joint memberships ■ Use group memberships (See APWA, CASQA, WEF)
Weaknesses	Conversion Strategy - Weakness to Strength or Opportunity
<ul style="list-style-type: none"> ■ Not communicating who we are 	<ul style="list-style-type: none"> ■ Capitalize on the newly-confirmed Purpose of the Organization as articulated by the Board and as described above. ■ Include prominently on the web site. ■ Drive people to the website so they see the Purpose. Maybe post items on the website that people in the industry are interested in, such as professional papers, photos, etc. and they will come. ■ The Purpose of the Organization must be in the minds of every Director and repeated at every opportunity. It's the Elevator Speech. ■ Many don't know us, so their ears and eyes can't be tired of the message.

Table 2: SWOT Translation (continued)

Weaknesses	Conversion Strategy - Weakness to Strength or Opportunity
<ul style="list-style-type: none"> ■ Board disconnected to membership, outside organizations, outside of CA 	<ul style="list-style-type: none"> ■ Board members need to reach out personally to members, via phone, in person, via e-media, and s-media. <ul style="list-style-type: none"> □ Not just expiring members, but members in good standing. □ Let them know you are a director. □ Let them know about an upcoming IECA or Chapter event. □ Don't just assume they know about events. □ Make them feel important and cared for. ■ Talk up WCIECA at other meetings and give the Elevator Speech when you can. <ul style="list-style-type: none"> □ WEF, SWCSA, AEP, CASQA, AWP
<ul style="list-style-type: none"> ■ Not marketing to appropriate groups ■ Not building outside relationships ■ Not known outside the industry ■ Need to take focus outside of CA 	<ul style="list-style-type: none"> ■ Identify groups that need to know more about us. <ul style="list-style-type: none"> □ Contact those groups and let them hear the Elevator Speech. □ Let them know why IECA is important to them. ■ Board members need to start this process and encourage it to grow organically. ■ Seize opportunities as they arise <ul style="list-style-type: none"> □ During field meetings □ During meetings with regulators □ During meetings with agencies ■ All of the above apply to areas outside of California. ■ Develop a compelling program for members, and they will help us get the word out. ■ Recognize great projects and great work by members. Use press releases to let others know the great things being done by WCIECA members.
Threats	Conversion Strategy - Threats to Opportunities or Containment
<ul style="list-style-type: none"> ■ Economy and existing and potential members having limited funds to pay for memberships. ■ Competition from other organizations for membership. 	<ul style="list-style-type: none"> ■ The economy is improving, albeit slowly. ■ Many members continue to need PDUs for license renewal. <ul style="list-style-type: none"> □ Nevada PE; CPESC/CESSWI/CPSWQ ■ A means of delivering PDU quality training is needed. In person and in the field is great, but it is costly to organize and for people to attend. ■ IECA has developed webinars. Figure out how we can make that training more accessible to our members. ■ IECA training is already at a much better price point than many associations – ASCE is very expensive. ■ Control competition from others by being more affordable and more accessible and more usable.

Table 2: SWOT Translation (continued)

Threats	Conversion Strategy - Threats to Opportunities or Containment
<ul style="list-style-type: none"> ■ Not effectively utilizing the committee structure. ■ Volunteer efforts have driven event planning 	<ul style="list-style-type: none"> ■ Establish a small working committee of Board members to map out a plan to better engage the committees. ■ People are often reluctant to raise their hand and to volunteer. ■ People invited to help because of their important organizational skills and/or technical skills and/or understanding of the issue often step willingly
<ul style="list-style-type: none"> ■ Response time between members and the board. ■ Board members are highly engaged in their profession, limiting their time available to the organization. 	<ul style="list-style-type: none"> ■ Utilize the Administrative Consultant to respond to routine member issues whenever possible. ■ Assign Board members to be on-call for periods throughout the year to answer member questions not addressed by the Administrative Consultant. By assigning periods of time to be the responsive Board member, frees up other Board members, and likewise once your time has been served, be it for a month, week, etc. ■ Board Service takes time. If a Board Member does not have the time, they should step down or be asked to step down.
<ul style="list-style-type: none"> ■ Regulations change regularly and between states, making reuse of materials a challenge 	<ul style="list-style-type: none"> ■ Recognize that the fundamentals of erosion and sediment control have not changed anywhere near as fast as the regulations that pull in E&S. Stick to the fundamentals and try to avoid being caught up in the noise of everything else going on.

Reclamation Guarantees Part Two

Debating “Who’s Liable for Revegetation Success?”

From time to time we are asked to guarantee the success of a native revegetation seeding project. On such occasions, my mind immediately lights up with flashbacks of prior run-ins with the concept of “guarantees”. For example, I was once offered five (5) times the cost of designing and implementing a conventional revegetation project if I would only guarantee its success. *This* landowner, at least, understood that Mother Nature can be a tough customer indeed.



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Studies abound testifying to the disappointing long-term results of conventional seeding/planting practices, some of which were successfully initiated with irrigation but lapsed to failure over time. There is no getting around the fact that Nature is a wild and unforgiving force in a world where certainty and convenience and technological know-how have become commonplace. For sure, there are also anecdotal reports of conventional seedings that came in successfully. Yet these same seeding successes were invariably accompanied by stellar back-to-back rainfall years, or were blessed with relatively fertile soil at the outset. The take home message: the re-establishment of sustainable native plant growth on truly drastically disturbed soils in harsh environments is a very, very hard objective to accomplish.

In another incident just over a decade ago, I listened in wonder as a State agency employee, frustrated with 100% failure rates on implementing their own roadside revegetation projects, seriously demanded that a seeding contractor guarantee the outcome of *their* (the State agency’s) reclamation design. The most honest and realistic rejoinder I have ever heard to such inquiries: “We’ll guarantee the project if you’ll guarantee your seeding design and Nature’s cooperation.”

Back in September 2006 (Fall 2006 Newsletter Issue) we contended that to hold a contractor liable for the success of a revegetation effort designed by a third party is patently unreasonable and counter-productive. This liability might not be the case if the circumstances were altered in such a way that the contractor was being handsomely compensated for a “design-build” undertaking. “Responsibility commensurate with authority” would be the guiding principle.

We also submitted that merely making the luckless contractor the scapegoat for a failed seeding effort was not the most effective strategy to achieving seeding success. Why? As many conventional seeding practices haven’t a prayer of growing anything other than weeds, merely repeating the same topical “band-aid” treatments simply leads to that contractor’s eventual bankruptcy. Further, even the best seeding designs rely on Mother Nature’s cooperation for ultimate success. *Force majeure* would in all likelihood run rampant over any landowner client fool enough to hold an applicator (especially an applicator merely implementing the client’s design) liable for what is invariably caused by an “act of God.”

What to do? As far as I am aware, nobody submitted any “better ideas” in response to the invitation issued 7 years ago, so here goes with *ideas* for your consideration:

First, I recommend that all parties understand that the responsibility for effecting a successful reclamation project remains at all times with the landowner in charge of the property—period.



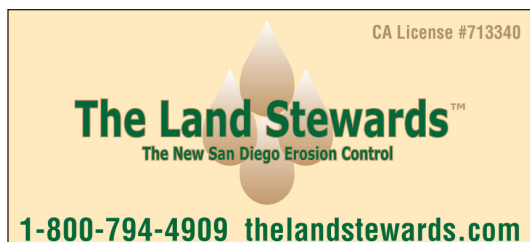
The relative significance of Nature to Mankind: In a world where certainty and convenience and technological know-how have become commonplace, Nature remains a wild and unforgiving force, intolerant of any “weak link” in our design + implementation efforts. Photos from the author’s visit to Zion National Park.

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Call for Articles

Do you have a technical article, regulatory update or event announcement you'd like to share with your fellow members? Please forward articles to Doug Dowden, WCIECA Editor-in-Chief at stormwaterca@att.net and we'll publish them in the next issue of *Western Chapter News*! Thank you!

Second, all parties (including the landowner) proceed *as a team* to address both the "Holding Soil" challenges as well as the "Growing Soil" challenges that need to be overcome in successfully re-establishing sustainable native plant growth on the subject property.

Nature is not *against* us, nor is she *for* us; she is here to be treasured and respected. She is also intolerant of any "weak link" in our design + implementation efforts, so extreme care must be taken to weed such weak links out of your modus operandi to the best of your ability. One has to ensure one addresses all the issues we know of that are critical to a successful revegetation effort and then follow through flawlessly with a reasonable plan that allows for the fact that Nature may not always co-operate with us. I say "reasonable" because one never has all the resources (financial, logistics, expertise) one would like to ensure success; one often has to compromise with what is realistic. "Allowing for lack of co-operation" means one's plan should allow for the fact that rainfall, for example, may not arrive for 7 or more years in a desert region.

This is where a team approach helps immeasurably, especially when one totals up the multitude of professional disciplines that come in handy when one is addressing a particularly challenging reclamation undertaking.

Third, it helps if your team has a decades-long track record of having designed and implemented seeding projects that consistently met with sustainable success. What passes for "success" depends upon one's objectives given the site specific constraints and intended uses of the property going forward.

Fourth, I recommend that the team (of which the landowner is still a member) acknowledges/certifies that the proposed revegetation seeding protocol has been *designed* as a "Best Value" technology approach (as opposed to a "low cost" approach) to re-establishing native plant growth with the objective of immediate and long-term erosion control in mind; against the reasonably anticipated forces of wind and water. This "Best Value" technology approach has proven to be highly successful over the past 15 years on diverse terrain and climates spanning all States with the Western U.S.

If one is interested in securing a higher level of certainty of ultimate revegetation success one might well consider approving a 20% investment upgrade (or more) to the resources being deployed to more effectively address whatever *holding soil* challenges and/or *growing soil* challenges are encountered. For example, a higher treatment rate of soil binder to withstand a 100-year storm event versus merely a 50-year storm event might be contemplated; or boosting humic substances to ensure one surpasses a "minimum threshold" that is required to effectively buffer for soil mineral imbalances or salt toxicity in the seedbed soil. Increasing the protein nutrient supplied to expand the window of time during which early seral stage plant growth can be sustained until such time as nutrient cycling is effectively launched (not counterproductively doubling the seed and fertilizer budget!).

A higher level of certainty of success might additionally be attained by approving a 20% standby contingency budget for rectifying prior construction missteps that come to light in the course of implementing the seeding design, as well as responding to extraordinary and uncooperative acts of Nature within a 1 - 3 year time frame after the project is completed.

Fifth, I recommend that the team (of which the landowner is a member) certifies the faithful *implementation* of the above-referenced "Best Value" technology as designed.

Sixth, avoid "playing God", an exemption that pretty much dismisses any high-flying talk of "guaranteeing Nature" and should have negated the need for this article if I had included the admonition amongst the "First" idea (above).

Seventh, once one graduates beyond the weak mind thinking of "guarantees" in relation to working with Mother Nature, one's next task is to grasp the full benefits of

employing a team effort “Best Value” technology approach (largely the purview of private industry clients) when pursuing a successful reclamation effort. With this under one’s belt, the shortcomings of the “Low Bid” mandate (largely the purview of public agency clients) comes into sharp relief. Everyone remembers the well-attended Contractor Forum at the 1997 IECA conference in Nashville, TN where after 90 minutes of lively discussion we broke up with the somewhat startling consensus: that the “low bid” contract invariably turns out to become the most expensive route to implementing a seeding project!

Why this startling consensus remains as pertinent today as it was back in 1997 would be a worthy topic for a future article. As would answers to the commonly heard complaint: “Why didn’t your seeding grow?” and its distant cousin “Well, we watered it, why didn’t it grow?” ☁

Training Courses, Exam Reviews and Exam Dates

EnviroCert International provides oversight and direction for the CPESC, CESSWI, CPSWQ, CMS4S certification programs. Phone: (828) 655-1600 Email: david@envirocertintl.org. See www.envirocertintl.org.

California Construction General Permit QSD and QSP Training Courses provided by CASQA-qualified CGP Trainers of Record (CGP-ToR). Professionals developing SWPPPs (QSDs) or professionals implementing SWPPPs (QSPs) under the CA construction general permit must complete this training. See www.casqa.org/TrainingandEducation/ConstructionGeneralPermitTraining/CPGTrainingforQSDandQSP/tabid/208/Default.aspx

Trainings – Offered by CISEC

For one and one-half day construction site inspector training modules on sediment and erosion control. Visit www.cisecinc.org for various dates and locations coming up in California.

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Deserving Students WANTED!

Western Chapter Scholarship Available

Deadline July 1

Please let students, your alma mater, alumni association, and academic contacts know that the WCIECA is offering an academic scholarship.

For 2014-15 we have available one scholarship in the amount of \$1,000 for junior, senior, or graduate school level students with a demonstrated **interest in pursuing a career in the erosion and sediment control profession AND who are enrolled in a related degree-program at an accredited 4-year college or university.**

Since erosion and sediment control is a cross-disciplinary field, a wide variety of degree-programs will be considered, e.g., engineering, hydrology, soils, geology, forestry, environmental studies, range management, watershed, ecology, natural resources planning, etc. Students must be enrolled in institutions within the four-state area of the WCIECA, i.e., CA, AZ, NV, or HI.

Applicants must submit a 500-word essay, three letters of recommendation, and post-secondary academic transcripts (unofficial transcripts okay) along with the application.

Applications are due on July 1 of each year preceding the fall academic year to which the scholarship will be used. Awardees will be notified by August 15.

Interested students may download applications from the Western Chapter IECA website www.wcieca.org or contact Cyndi Brinkhurst at westernchapter@gmail.com.

Help us spread the word out about this exciting opportunity!





How to Host a Pub/Pizza/Social Night/Lunch or Mixer for WCIECA Members and Non-Members in 10 Easy Fun Steps!

Why have this function? It is a fantastic opportunity to network with chapter members and others in the 'trade' to discuss current issues in a relaxed and informal atmosphere. Talk about local erosion and sediment issues, regulation updates, new techniques or other related issues.

How to host?

- ☐ Decide on the Type of Event:
- ☐ Pick a Venue and Location:
- ☐ Volunteer Recruitment: Find people to help.
- ☐ Guest Speaker: Will you have a guest speaker? Are audio visuals needed? Note: this may change the type of venue.
- ☐ Date:
- ☐ Time:
- ☐ Advertise: Get list of Western Chapter members, non-members and potential attendees for the area. The Administrative Assistant can help with this.
- ☐ Budget: Reimbursable costs of \$10 per person in attendance for snacks and non-alcoholic beverages. If reimbursement for snacks and non-alcoholic beverages is being contemplated, a Board member should either attend or be notified prior to the event.
 - a. Food: Consider economical food like finger foods or pizza
 - b. Beverage: Attendees to pay their own bar tab.
- ☐ At Event:
 - a. Have designated greeter(s) if possible.
 - b. Send around a sign-in sheet to reconnect with people for the next event or to start a social network.
- ☐ Follow up:
 - a. Send thank you notes and invitations to next function.
 - b. Submit receipts to WCIECA Treasurer with the form obtained from the Board Member.