To: **Brian Bond**

From: **Jan Goldman-Carter (goldmancarterj@nwf.org) and Josh Saks (saksj@nwf.org)**

Re: **Waters of the U.S. Rule: EPA Administrator/Leadership Outreach Opportunities -- 2014**

Brian, below is a list of upcoming EPA Administrator outreach opportunities in support of the Clean Water Act Waters of the U.S. rule that we are readily aware of. Listed first, more or less chronologically, are meetings and conferences we are aware of. Following that we list telephone and social media opportunities that can be arranged on a relatively flexible timeline. We are also working with our sportsmen and environmental coalition partners to develop our own near term media and outreach plans.

We welcome the opportunity to talk over additional opportunities, to answer questions, and to help facilitate EPA's outreach on this important clean water rulemaking.

Meetings/conferences:

1. **February 6-7 Izaak Walton League Board of Directors Meeting, San Antonio, TX**: Izaak Walton League of America is a sportsmen organization that is a strong advocate for clean water, wetlands, and the Waters of the US rule. This is a meeting of the entire 60-person IWLA Board of Directors plus staff. These sportsmen and women leaders are the League's liaisons to the organization's state divisions and chapters and they come from all over the country. This meeting is an important and early opportunity to rally support for the clean water regulation from sportsmen in Midwest and throughout the country.

   IWLA has invited EPA to speak on waters of the US, but probably did not send that invitation to the Administrator's office. They would love to have the Administrator/senior leadership speak to this national audience!

   Contact: Mike Leahy (301) 548-0150 ext. 224; mleahy@iwla.org

2. **March Trout Unlimited Regional Meetings**

   Trout Unlimited is an important sportsmen advocate for clean streams and the Waters of the US rule. These TU regional meetings may or may not have openings for EPA outreach on short notice, but we list them FYI because they would seem to offer near-term opportunities for outreach if the agendas permit:

   March 1, 2014: Mid-South Regional Meeting in Beavers Bend State Park, Okla.
   March 7-8, 2014: Western Regional Meeting in Reno, Nev.
   March 29, 2014: Southeast Regional Meeting in Dillard, GA

   Contact: Steve Moyer, Trout Unlimited: 703-284-9406

3. **Great Lakes Coalition Meetings:**

March 5-6 Great Lakes Days in D.C. http://greatlakesday.healthylakes.org/
The Great Lakes-Healing Our Waters (HOW) Coalition holds these DC meetings annually with the states, cities and Great Lakes industry association. This meeting usually attracts over 200 people and they include some powerful grass tops as well as activists.

September 9-11 2014 HOW Annual Meeting, Grand Rapids, Michigan

HOW's annual meeting brings together around 450 Great Lakes activists and grasstops and would provide an excellent opportunity for the Administrator to speak to Great Lakes water advocates. EPA senior leadership has spoken to this audience in the past.

HOW contact: Todd Ambs ambst@nwf.org; 734-887-7141

4. **Chesapeake Bay Coalition Meetings:**
March 5 Chesapeake Bay Day in D.C.: The Choose Clean Water (Chesapeake Bay Watershed) Coalition holds a lunch and lobby day on Capitol Hill each year. Approximately 100 people are likely to attend the lunch at which speakers will be addressing the crowd.

June 3-4 Choose Clean Water Annual Meeting, Staunton, VA
http://choosecleanwater.org/our-conference/2013/. This Choose Clean Water meeting will likely draw hundreds of Chesapeake Bay watershed advocates from across Virginia, Maryland, Pennsylvania, the District of Columbia, and beyond.

Choose Clean Water Coalition contact: Jill Witkowski witkowskij@nwf.org; 443-842-7535

5. **March 10-11 State Water Associations' Meeting**
We understand the Association of State Water Agencies (ASWA) will be hosting this March meeting of state and federal water agencies and that this meeting will offer an excellent opportunity for Administrator McCarthy/senior leadership to explain the waters of the US rulemaking to state water agency and water utility stakeholders.

Contact: Alex Dunn, adunn@acwa-us.org; 202-756-0600

6. **May 1-3 National Wildlife Federation Annual Meeting, Baltimore, MD**

NWF's annual meeting brings together the staff and volunteer leadership of NWF and its 48 state affiliated organizations from around the country. Participants represent a range of hunters, anglers, conservationists, and environmentalists. The theme this year could not be more appropriate: *Water: It Connects Us All.* We expect approximately 200 people would attend Administrator McCarthy's speech.

7. **May 30-June 2 River Rally 2014, Pittsburgh, PA www.riverrally.org**

On May 30 - June 2, 2014, River Network and the Waterkeeper Alliance will host what we anticipate to be ***the largest gathering ever of clean water advocates.*** The event will bring together more than **700** community and watershed leaders from across the country for planning, technical training, collaborative learning, celebration and inspiration.

Organizers would welcome Administrator McCarthy to speak on WOTUS and clean water and are looking at Monday June 2 as an available day.

Additional background: The event typically draws a great diversity of nonprofit professionals and volunteers, tribal representatives, government agency staff, public health experts, corporate partners and leaders in the world of philanthropy.

These grassroots leaders are addressing the biggest environmental challenges of our time: ensuring clean water essential to public health, planning for sustainable growth, curbing climate change and reconnecting people to nature.

River Network is leading a national watershed protection movement that includes more than 2,000 local, state and regional grassroots organizations whose primary mission is to protect rivers and watersheds.

Founded in 1999 by environmental attorney and activist Robert F. Kennedy, Jr., and several veteran Waterkeepers, Waterkeeper Alliance is a global movement of over 200 on-the-water advocates who patrol and protect over 100,000 miles of rivers, streams and coastlines.

Contact: Katherine Luscher, River Network, KLuscher@rivernetwork.org, 503.542.8397

Grassroots teleconferences, tele-town halls, webinars:

1. **Tele-town hall in early March** with Administrator McCarthy speaking to and fielding questions from NWF members, state affiliates, and their networks, including many anglers and outdoor enthusiasts. Depending on our budget resources, we could call out to as many as 10,000 supporters to join the call and, of them, perhaps 2,000 will stay on for a significant amount of time. This timing in early March would provide time to schedule with the EPA and would align well with the National Wildlife Week focus on water & wildlife, which we'll be focusing on all month with our members and activists.

2. **Conference call** with Administrator McCarthy speaking to and fielding questions from @ 200 water advocates. Timing should be flexible, but could be organized with two weeks notice. With time to promote and scheduled in the afternoon/evening to maximize participation, we should be able to get @200 participants on such a call.

Social media opportunities:

1**. Twitter Town Hall with Administrator McCarthy/Bob Perciacepe/Asst Administrator Nancy Stoner:** NWF can run a Twitter Townhall on Wildlife Action (https://twitter.com/wildlifeaction) and recruit people via email and the NWF Twitter following. We can also work with our coalition partners to amplify a twitter townhall.