

PORTLAND  
KATOOMBA

[WWW.KATOOMBAGROUP.ORG/PACIFICNORTHWEST](http://WWW.KATOOMBAGROUP.ORG/PACIFICNORTHWEST)

**Making the Priceless Valuable:  
Jumpstarting Environmental Markets**

June 7–9, 2006  
World Forestry Center  
Jean Vollum Natural Capital Center  
Portland, Oregon

THE KATOOMBA GROUP  
FOREST TRENDS  
ECOTRUST

# CO-HOSTS

The conference is brought to you by **The Katoomba Group, Forest Trends, and Ecotrust.**

**THE KATOOMBA GROUP** seeks to address key challenges for developing markets for ecosystem services, from enabling legislation to establishment of new market institutions, to strategies of pricing and marketing, and performance monitoring. It seeks to achieve the goal through strategic partnerships for analysis, information-sharing, investment, market services and policy advocacy. The Katoomba Group includes over 180 experts and practitioners from around the world representing a unique range of experience in business finance, policy, research and advocacy.

[www.katoombagroup.org](http://www.katoombagroup.org)

**FOREST TRENDS** is an international non-profit organization that works to expand the value of forests to society; to promote sustainable forest management and conservation by creating and capturing market values for ecosystem services; to support innovative projects and companies that are developing these new markets; and to enhance the livelihoods of local communities living in and around those forests. We analyze strategic market and policy issues, catalyze connections between forward-looking producers, communities and investors, and develop new financial tools to help markets work for conservation and people.

[www.forest-trends.org](http://www.forest-trends.org)

**ECOTRUST** is a conservation organization which works to strengthen communities and the environment from Alaska to California and is committed to the notion that every transaction should enrich people and place. Ecotrust works with native peoples and in the fisheries, forestry and farming sectors to build a regional economy that is based on social and ecological opportunities. Since its inception in 1991, Ecotrust has helped protect over a million acres of intact coastal rainforest, created the leading environmental bank, Shorebank Pacific, redeveloped a historic warehouse into an award winning multi-tenant center for the conservation economy, and launched a private equity forestland investment fund, Ecotrust Forests LLC.

[www.ecotrust.org](http://www.ecotrust.org)

**Printed on FSC Certified paper.**

# CONFERENCE OVERVIEW

**The Pacific Northwest** is increasingly ripe for a regional conference to further spur and galvanize emerging efforts to form conservation banks, carbon markets, water quality trading schemes, and other attempts to improve environmental conditions through market mechanisms. A recent climate change conference held in Seattle and organized by King County Executive Ron Sims drew a sell-out crowd of over 700 people. In October, 2005 a group of 50 regional economists released a report on the consequences of climate change in Oregon. The message: Oregon and Washington, with their reliance on snow pack, will fare considerably worse than other places in the face of climate change and the states need to act now, and act quickly. Combined with emerging efforts at ecosystem service market formation at the Oregon Department of Transportation (conservation banks) and Department of Environmental Quality (water quality trading schemes), the expansion of Portland-based Climate Trust (mitigates carbon emissions for new utilities in Oregon and elsewhere) and the creation of a carbon registry in California, there is considerable interest in ecosystem market development. At the same time, the topic remains fairly new and there is considerable opportunity for learning and for accelerating the pace of adoption of appropriate market mechanisms and the formation of more robust regional markets.

The Portland Katoomba meeting brings together leading entrepreneurs responsible for spurring the growth of environmental markets in the Pacific Northwest. From carbon credits to conservation banking, environmental markets are fundamentally transforming the landscape, changing environmental liabilities into assets, and adversaries into allies. The Pacific Northwest has always been at the forefront of work on environmental markets, and this conference will illustrate that the region is brimming with innovators and poised for significant market development.

You will hear some of the best speakers, talking about some of the most interesting examples in the use of environmental markets from around the world and the Pacific Northwest. The first two days of the conference are a series of plenary sessions on forest carbon, biodiversity, watershed payments, and financial funds and institutions capitalizing on these new market opportunities. The third day is composed of technical workshops on developing specific markets and instruments. At the end of this conference you will emerge with an understanding of how environmental markets work and how you can be a part of this exciting global development.

While the focus will be on the Pacific Northwest, examples and speakers will be drawn from international and national initiatives and the conference will be highly relevant to participants from all regions interested in developing and enhancing ecosystem service markets.

The conference is the first regional expression of The Katoomba Group, an international working group composed of leading experts from forest and energy industries, research institutions, the financial world, and environmental NGOs, all dedicated to facilitating strategic partnerships that can launch green forest products in the marketplace. The group met for the first time in Katoomba, Australia 1999, and has held subsequent meetings in England, British Columbia, Switzerland, Thailand, Uganda, Brazil, and Japan. This will be the first gathering of the Katoomba Group in the United States. The conference planning group's goal is to create an ongoing effort in the region to stimulate and nurture market development, and we look forward to your thoughts on how to shape this new initiative.

**the  
katoomba  
group**



# AGENDA

Note: Conference agenda may be subject to last minute changes.

## Wednesday, June 7

Registration, welcome and introductory plenary at the **World Forestry Center**.  
Evening reception on the rooftop at the **Jean Vollum Natural Capital Center**.

1:00–2:00 PM

### REGISTRATION

2:00–3:30 PM

### WELCOME PRESENTATIONS

Opportunity in the Pacific Northwest  
*Ron Sims, King County Executive*

The Global Status of Ecosystem Service Markets, and the Genesis and Role of Katoomba and the Ecosystem Marketplace  
*Michael Jenkins, President and Founder, Forest Trends*

The Status of Ecosystem Service Markets in the Pacific Northwest: Status and Potential; Introduction to Conference  
*Bettina von Hagen, Vice President, Forestry & Natural Capital Fund, Ecotrust*

Welcome to the World Forestry Center  
*Gary Hartshorn, President and Chief Executive Officer, World Forestry Center*

3:30–3:45 PM

### BREAK

3:45–5:15 PM

### INTRODUCTORY PLENARY

State of Global Ecosystem Services: Millennium Ecosystem Assessment  
*Walter V. Reid, Director, Conservation and Science Program, David and Lucile Packard Foundation*

The View from Wall Street  
*Mark Tercek, Managing Director, Goldman Sachs*

Public Sector Perspective on Environmental Markets  
*Mark E. Rey, Under Secretary for Natural Resources and Environment, USDA*

7:00–9:00 PM

### WELCOME RECEPTION

at the **Jean Vollum Natural Capital Center**

# Thursday, June 8

Plenary sessions and Katoomba Dialogue at the **World Forestry Center**.

7:30–8:30 AM

## BREAKFAST

8:30–10:00 AM

## NEW CARBON OPPORTUNITIES

Jumpstarting Carbon Markets in New South Wales, Australia  
*David Brand, Managing Director, New Forests*

Developing a Quality Carbon Offset Market in the Pacific Northwest and Beyond  
*Mike Burnett, Executive Director, The Climate Trust*

Carbon and Energy Connection  
*Mark C. Trexler, President, Trexler Climate + Energy Services, Inc.*

Establishing a Carbon Registry in California and Its Role in Stimulating Early Action  
*Michelle Passero, Director of Policy Initiatives, The Pacific Forest Trust*

Moderator  
*Ricardo Bayon, Director, Ecosystem Marketplace*

10:00–10:30 AM

## BREAK

10:30–12:30 PM

## BIODIVERSITY: MESSAGE & MARKETS

Biodiversity and Public Lands  
*Sally Collins, Associate Chief, USDA Forest Service*

Development of Ecosystem Markets from the Timberland Owner Perspective  
*Dan Spethmann, Leader of New Business Development, Temple-Inland*

US Habitat Mitigation Banking  
*Craig Denisoff, Founding Partner, Environmental Business Partners*

Australia's Auctions and Banking  
*Mark Eigenraam, Principal Economist, Economics and Policy Research Branch, Department of Primary Industries*

Biodiversity Offsets around the World  
*Kerry ten Kate, Director of Investor Responsibility, Insight Investment*

Moderator  
*Jessica Fox, Director, Eco-Assets Program, EPRI Solutions*

12:30–1:30 PM

## LUNCH

## THURSDAY JUNE 8 CONTINUED

1:30–3:15 PM

### WATERSHEDS MARKETS: UPSTREAM & DOWNSTREAM LINKS

Water Markets around the World  
*Albert F. Appleton, Senior Fellow, City University of New York Institute for Urban Systems*

Paying Agriculture for Ecosystem Services  
*Bruce Knight, Chief, Natural Resources Conservation Service*

Willamette Basin Water Quality Trading  
*Bill Gaffi, General Manager, Clean Water Services*

Oregon Water Quantity Trading  
*Fritz Paulus, Executive Director, Oregon Water Trust*

Developing Watershed Payments  
*Mark S. Kieser, Senior Scientist and Principal, Kieser & Associates, LLC*

Moderator  
*Dr. Barton ("Buzz") Thompson, Director, Woods Institute for the Environment at Stanford University*

3:15–3:45 PM

### BREAK

3:45–5:30 PM

### INVESTING IN GREEN INFRASTRUCTURE

Ecotrust Forests LLC  
*Spencer B. Beebe, President, Ecotrust*

New Forests  
*David Brand, Managing Director, New Forests*

Sustainable Land Fund  
*Fred Danforth, Sustainable Land Fund*

Smith Barney  
*Bruce M. Kahn, Investment Management Consultant, Smith Barney*

Global Environment Fund  
*John E. Earhart, Chairman, Global Environment Fund*

The Generation Global Equity Fund  
*Colin le Duc, Partner and Head of Research, Generation Investment Management*

Moderator  
*Bettina von Hagen, Vice President, Forestry & Natural Capital Fund, Ecotrust*

5:30 PM

### COCKTAILS

6:15–7:15 PM

### KATOOMBA DIALOGUE

#### **Ecosystem Services: Who Owns the Rights, and Who Benefits?**

*Pati Ruiz, Director, Sierra Gorda Biosphere Reserve*

*Terry Williams, Tulalip Tribes*

*Dennis Martinez, Chair, Indigenous Peoples' Restoration Network*

*Peter Barnes, Senior Fellow, Tomales Bay Institute*

*Kerry ten Kate, Director of Investor Responsibility, Insight Investment*

*David Brand, Managing Director, New Forests*

*Facilitator: Ricardo Bayon, Director, Ecosystem Marketplace*

# Friday, June 9

Workshops run concurrently at the **Jean Vollum Natural Capital Center**.

Maximum capacity: 30 people

8:00–9:00 AM

## BREAKFAST

9:00–12:00 PM

## WATER QUALITY MARKETS & PRACTICE: THE WILLAMETTE BASIN

Water, in terms of both abundance and quality, is considered by many to be the most significant potential ecosystem service market of all, given the immediate and far reaching consequences of water scarcity or degradation to all sectors of the economy and society. Friday's water workshop, "Leveraging water quality trading to accelerate landscape-scale restoration in the Willamette Basin," will explore how emerging water markets might be used to help restore the highly significant Willamette Basin, home to most of Oregon's population and industry, as well as critical habitat for endangered species and the source of drinking water to many.

*Bruce Knight, Chief, Natural Resources Conservation Service*

*Mark S. Kieser, Senior Scientist and Principal, Kieser & Associates, LLC*

*Albert F. Appleton, Senior Fellow, City University of New York Institute for Urban Systems*

*David Primozich, Director, Willamette Partnership*

*Sara Vickerman, Senior Director, Biodiversity Partnership, Defenders of Wildlife*

*Jeremy Sokulsky, President, Environmental Incentives*

*Dr. Barton ("Buzz") Thompson, Director, Woods Institute for the Environment at Stanford University*

*Moderator*

*Bettina von Hagen, Vice President, Forestry & Natural Capital Fund, Ecotrust*

## BIODIVERSITY OFFSETS MARKETS & PRACTICE: SALMON OFFSETS?

Historically, it has been the responsibility of governments to ensure biodiversity protection and provision of ecosystem services. In recent decades, however, we have witnessed a significant crisis in conservation finance and an unprecedented decline in biodiversity due to habitat conversion. 30 years of experience with regulatory regimes in the United States, such as conservation and wetland banking, have generated important lessons on using market-like tools to compensate for biodiversity loss, and have spurred the genesis of new and innovative market instruments for biodiversity conservation. The Biodiversity Offsets Markets and Practice Workshop will cover developments from around the globe including the growing interest in voluntary biodiversity offsets.

*Kerry ten Kate, Director of Investor Responsibility, Insight Investment*

*Craig Denisoff, Founding Partner, Environmental Business Partners*

*Jessica Fox, Director, Eco-Assets Program, EPRI Solutions*

*Mark Eigenraam, Principal Economist, Economics and Policy Research Branch, Department of Primary Industries*

*Dan Spethmann, Leader of New Business Development, Temple-Inland*

*Preston Hardison, Watershed Policy Analyst, Tulalip Tribes*

*Kevin Halsey, Regulatory Specialist, Parametrix*

*Jim Shields, Wildlife Manger, Forests NSW, Australia*

*Moderator*

*Michael Jenkins, President and Founder, Forest Trends*

## FRIDAY JUNE 9 CONTINUED

12:00–1:00 PM

### LUNCH

Please patronize one of the many fine dining establishments in the area.

1:00–4:00 PM

### CARBON MARKETS & PRACTICE:

#### WEST COAST INITIATIVE & BIOMASS OPPORTUNITIES

Wherein lies the future of the world's largest—and most talked-about—environmental market? And what will happen to carbon trading in the US over the next year? The Carbon Markets and Practice Workshop addresses these questions. The workshop discussion will look at the successes and failures of global carbon markets in order to see how they may help illuminate the rapid development of carbon markets in the US (the US western states of California, Oregon, and Washington in particular).

*Mark C. Trexler, President, Trexler Climate + Energy Services, Inc.*

*Mike Burnett, Executive Director, The Climate Trust*

*Catherine M. Mater, President, Mater Engineering, Ltd.*

*Radha Kuppalli, Manager, Business Development, New Forests*

*Michelle Passero, Director of Policy Initiatives, Pacific Forest Trust*

*Moderator*

*Ricardo Bayon, Director, Ecosystem Marketplace*

### COASTAL & MARINE MARKETS & PRACTICE

This workshop will explore the as yet uncharted territory of coastal ecosystem services: some of the most critical services affecting human well-being and economies globally. Discussion will focus on the most valuable coastal services, such as those provided by wetlands and reefs in mitigating storm damage and those provided by marine nursery areas in fisheries production. Panelists will present their thoughts on innovative new mechanisms for conserving the habitats that provide these key services, including the establishment of markets for payments for ecosystem services.

*Edward Backus, Vice President, Fisheries, Ecotrust*

*Astrid Scholz, Vice President, Knowledge Systems, Ecotrust*

*Matthew A. Wilson, Principal Partner, Spatial Informatics Group (SIG)*

*Bruce M. Kahn, Investment Management Consultant, Smith Barney*

*Robert Repetto, Professor, Economics & Sustainable Development, Yale School of Forestry*

*Chuck Cook, Director, Coastal and Marine Program, California Nature Conservancy,*

*Judith Kildow, Principal Investigator and Director, National Ocean Economics*

*Moderator*

*Tundi Agardy, Executive Director, Sound Seas*

4:00 PM

### CONFERENCE CLOSE

# SPEAKERS

## **Tundi Agardy** *Executive Director, Sound Seas*

Tundi Agardy is an internationally renowned expert in marine conservation, with extensive field and policy experience in Africa, Asia, the Caribbean, the Mediterranean, North America and the Pacific. She currently heads Sound Seas, an independent policy group based in the Washington, DC area. Formerly the Senior Director for the global Marine Program at Conservation International and a Senior Scientist for the WWF, she assisted local NGOs, government agencies, and multilateral organizations in conservation planning, project implementation, and program evaluation. Tundi specializes in coastal planning and assessment, marine protected areas, and fisheries management and has published widely in these fields.

## **Albert F. Appleton** *Senior Fellow, CIUS*

Al Appleton is a Senior Fellow at the City University of New York Institute for Urban Systems (CIUS), where he coordinates their programs on operationalizing sustainability and on creating new 21st century water resource and regional landscape management institutions. Recent work includes developing a new system of financing environmental infrastructure for the City of Shanghai water and sewer system and assisting the implementation of ecosystem service programs in the Danube River Basin. During much of the 1990s, Mr. Appleton served as Commissioner of the New York City Department of Environmental Protection and Director of the NYC Water and Sewer system, where he developed and implemented the Catskill mountain watershed program.

## **Edward Backus** *Vice President, Fisheries, Ecotrust*

Edward Backus is the Vice President for Fisheries at Ecotrust where he oversees the Marine, Copper River (AK) watershed and State of the Salmon programs. Ecotrust's marine activities focus on the analysis of the social and economic effects of fisheries management and on developing capital strategies for communities to accumulate equity in the tradable assets of fishing, while providing intensive analysis of the status of fisheries resources and conservation options. Ed has a background in conservation planning and information systems, tropical forest conservation, seabird ecology and commercial fishing. He is chair of the board at the Prince William Sound Science Center (AK) and a board member of the Pacific Marine Conservation Council.

## **Peter Barnes** *Senior Fellow, Tomales Bay Institute*

Peter Barnes is an entrepreneur and writer who has co-founded and run several successful socially responsible businesses, including most recently Working Assets Long Distance. In 1995 he was named Socially Responsible Entrepreneur of the Year for Northern California. He is also a former journalist who has written for Newsweek, The New Republic and The New York Times and is the author of *Who Owns The Sky?* (2001) and *Capitalism 3.0: A Guide to Reclaiming the Commons* (forthcoming). He has advocated a U.S. Sky Trust which caps and auctions carbon emission permits and pays equal dividends to all Americans.

## **Ricardo Bayon** *Director, Ecosystem Marketplace*

Ricardo Bayon is the Director of the Ecosystem Marketplace. For nearly a decade he has been focusing on issues related to finance, socially responsible investment (SRI), and the environment. He has been a fellow of the New America Foundation and done work for a number of organizations, including Innovest Strategic Value Advisors, Domini Social Investments, the International Finance Corporation (IFC) of the World Bank, and others. Mr. Bayon's articles on energy, SRI, climate, the environment, and finance have appeared in a variety of publications, including The Washington Post, The Atlantic Monthly, the International Herald Tribune, the San Francisco Chronicle, the Boston Globe, and The Milken Institute Review.

### **Spencer B. Beebe** *President, Ecotrust*

Spencer Beebe earned his M.F.S. (Forest Science) degree in 1974 from Yale's School of Forestry and Environmental Studies. He served with the Peace Corps in Honduras from 1968-71, and after 13 years with The Nature Conservancy as Northwest representative, Western Regional Director, Vice President and President of the Conservancy's International Program, he was the Founding President of CI in 1987. In February, 1991 he founded Ecotrust. Spencer also serves on the Boards of a variety of businesses and organizations, including the Tamastlikt Cultural Institute and ShoreBank Corporation (Chicago). His family has been in the Northwest for five generations and owns FSC-certified forestland, which Spencer has managed profitably for years.

### **David Brand** *Managing Director, New Forests Pty Limited*

David Brand founded New Forests Pty Limited—a business offering asset management and advisory services to forestry investors—after over twenty-five years of experience in business management, investment management, science, public policy, public administration and international affairs. At his previous post as Director of Carbon Programs for the Hancock Natural Resource Group, he was responsible for the design and oversight of a global forest investment program that brought together elements of traditional forestry investment with new environmental markets for forests. Dr. Brand brings a fresh commercial approach to the forestry sector and is focused on creating value for clients from both traditional timber management strategies and new environmental and ecological products.

### **Mike Burnett** *Executive Director, The Climate Trust*

Mike Burnett is the Executive Director of The Climate Trust, one of the leading US buyers of greenhouse gas offsets. Mike has guided the non-profit Trust since its start up in 1999. During that time, he has led the assembly of an 11 project carbon offset portfolio, totaling 1.7 million metric tons of carbon dioxide reductions and worth over \$4.5 million, with \$7 million more in the pipeline. Thanks to the efforts of Mike and his team of offset experts, the Trust has earned a national and international reputation for quality, innovation, and cost-effectiveness. Highlights of prior jobs include consulting on corporate climate change strategy and offset project assessment, and conducting the largest energy conservation bond sale to date—using the money to deliver three times as much energy savings as planned.

### **Sally Collins** *Associate Chief, USDA Forest Service*

Sally Collins was named Associate Chief for the USDA, Forest Service on August 2001 and has spent twenty-five years with the agency. The Forest Service provides leadership for the protection and sustainable use of the Nation's forested lands, which make up more than one-third of the United States, and related natural resources. The agency carries out these responsibilities in every state, with an annual budget of \$4 billion and a 30,000-employee workforce. It provides international leadership and advises many countries on conservation issues.

### **Charles W. Cook Jr.** *Director of the Coastal and Marine Program, California Nature Conservancy*

Chuck, a 24 year veteran of The Nature Conservancy, is currently the Director of the Coastal and Marine Program for the California Nature Conservancy. In this position, he focuses his efforts on developing and utilizing market and incentive-based mechanisms to help transform west coast fisheries, particularly, the bottom trawl fishery for groundfish. Before taking this position, Chuck was the Director of the Conservancy's Palmyra Atoll Project, a 515,000 acre tropical marine complex managed in cooperation with the US Fish and Wildlife Service. From 1991-1997 Chuck resided in Palau Micronesia and Jakarta Indonesia, initiating marine conservation programs at Komodo National Park and in the Palau archipelago.

### **Fred Danforth** *Sustainable Land Fund*

After a career in banking and private equity investing—most recently as cofounder and Managing Partner of Capital Resource Partners, a Boston-based private equity firm—Fred Danforth has been deeply engaged in developing working models for conservation finance. His work started in Montana's renowned Blackfoot Valley, where he is overseeing comprehensive habitat, wetland and stream restoration projects and has developed the first mitigation banks in the Inter-Mountain West. Most recently, Mr. Danforth joined with Environmental Banc and Exchange (EBX) to establish a new private equity strategy, known as the Sustainable Land Fund (SLF). SLF is the first private fund of its kind and will involve the acquisition of landscape scale properties that have significant financial value gained through restoration of ecosystem services and sustainable land use practices.

**Craig Denisoff** *Founding Partner, Environmental Business Partners*

Craig Denisoff is the President of the National Mitigation Banking Association (NMBA) and a founding partner of Environmental Business Partners, a mitigation banking company that provides environmental mitigation solutions for economic development. Prior to Environmental Business Partners, Mr. Denisoff was a senior Vice President at Wildlands, Inc. Mr. Denisoff has over 17 years in the environmental field specializing in ocean, coastal, wetland, and endangered species policy, and natural resource economics. He also has extensive experience with state and federal legislative matters and regulatory agencies, having worked for a variety of governmental resource agencies.

**John E. Earhart** *Chairman, Global Environment Fund (GEF)*

John is the chairman of the Global Environment Funds Group, a \$700 million private investment management firm focusing on businesses that improve environmental quality and manage natural resources in a sustainable manner. He serves on the investment committee of all of the Group's managed funds, as well as the boards of directors of several of the firm's portfolio companies. Earhart is also the Senior Managing Director for GEF's Emerging Markets Forestry Fund and has been particularly active with the Group's largest investment, Global Forest Products- South Africa, which owns and manages over 200,000 acres of FSC-certified timberlands and protected areas in Northeastern South Africa. John has been active in the international environmental conservation field for more than 30 years and has lived and worked in several countries.

**Mark Eigenraam** *Principal Economist, Economics and Policy Research Branch, Department of Primary Industries*

Mark leads the research, development and application of bio-economic modelling in the Economics Branch of the Department of Primary Industries, Victoria. Most recently, Mark has been involved in the development and application of market based approaches to the procurement of environmental goods and services. His work involves combining simulation and bio-economic modelling with auctions (EcoTender) to environmental management. The auction employs spatial and temporal modelling techniques (the Catchment Modelling Framework) which are used to estimate and evaluate changes in land practices. It is a unique framework that links sustainable management regimes to complex biophysical systems and enables researchers to estimate long run resource degradation and preservation outcomes.

**Jessica Fox** *Director, Eco-Assets Program, EPRI Solutions*

Jessica Fox is a certified Associate Ecologist by the Ecological Society of America with a master's degree in conservation biology from Stanford University. As a leading expert in endangered species trading and other eco-asset markets, she was chosen to manage EPRI Solutions' Eco-Asset Strategic Service. This program covers topics in wetland mitigation banking, species conservation banking, carbon credits, water quality trading, and other emerging market-based systems. It also provides financially attractive solutions from an independent, market-neutral perspective for protecting natural resources on corporate property. She has conducted benchmark research in conservation banking and has both academic and practical experience with market mechanisms for ecosystem protection.

**Bill Gaffi** *General Manager, Clean Water Services*

Bill Gaffi is General Manager of Clean Water Services in Washington County. He transitioned the organization from wastewater treatment to innovative watershed management, serving Washington and parts of Clackamas and Multnomah counties. Bill oversees the construction and maintenance of flood management and water quality projects and flow management in the Tualatin River to improve water quality and protect fish habitat.

**Kevin Halsey** *Regulatory Specialist, Parametrix*

Kevin manages the regulatory and policy development team and specializes in the development of programmatic environmental compliance strategies at Parametrix, a regional consulting firm specializing in natural resource management. For the past several years, Kevin's work has been focused on developing streamlined project delivery approaches and ESA, CWA, and NEPA programmatic compliance options for ODOT's Bridge Program. He is responsible for the collaborative development of a statewide mitigation and conservation program and the creation of functional mitigation currencies used for multi-resource banking. His recent work has centered on incorporating salmon accounting tools into an overall common exchange currency, thus allowing for stacking of multiple resource values. Kevin received his JD from Lewis and Clark, Northwestern School of Law, where he is currently an adjunct professor.

**Preston Hardison** *Watershed Policy Analyst, Tulalip Tribes*

Preston Hardison is the Watershed Policy Analyst for the Tulalip Tribes of Washington. He has worked for over a decade to promote the use of traditional knowledge in environmental management and the rights of indigenous peoples to their traditional knowledge and cultural resources at the Convention on Biological Diversity (CBD) and the World Intellectual Property Organization (WIPO). He is currently working to implement the Cultural Stories project for the tribes and on establishing registers for Traditional Knowledge (TK) to prevent the extinction of knowledge and for natural resource management.

**Gary Hartshorn** *President and Chief Executive Officer, World Forestry Center*

Gary Hartshorn is President and CEO of the World Forestry Center (WFC) in Portland, Oregon. Prior to joining the WFC in October 2003, Dr. Hartshorn was the President and CEO of the Organization for Tropical Studies—a consortium of 65 universities based at Duke University—for seven years. He continues to be an adjunct professor of the practice of tropical ecology in Duke's Nicholas School of the Environment. Hartshorn also served as Chief Scientist and Vice President of the World Wildlife Fund US in Washington DC. Hartshorn is an author of 250 scientific publications and technical reports in the fields of forest ecology, forest management, biodiversity conservation, and environmental assessment.

**Michael Jenkins** *President and Founder, Forest Trends*

Michael is the founding President & CEO of Forest Trends, a Washington D.C. based non profit organization created in 1999 by leaders from conservation organizations, forest product firms, research groups, multilateral development banks, private investment funds, and foundations. From 1989-1999, he was the Associate Director for the Global Security and Sustainability Program of the MacArthur Foundation, where he was responsible for grant making in Latin America and the Caribbean. Before entering the Foundation, he worked for three years as an agroforester in Haiti with the U.S.A.I.D. Agroforestry Outreach Program. Previous to that he worked with a Washington based development organization, Appropriate Technology International, as a technical advisor. In the late 70s, Michael was a Peace Corps volunteer in Paraguay working in agriculture, apiculture and forestry projects.

**Bruce M. Kahn** *Investment Management Consultant, Smith Barney*

Bruce M. Kahn, Ph.D. is an Investment Management Consultant who currently advises clients ranging from non-profit organizations to individual investors on Socially Responsible Investing. Dr. Kahn also advises senior Citigroup executives and analysts on Socially Responsible Investing strategies. Prior to joining Smith Barney, Dr. Kahn served as an investment analyst with IC Value, Inc., an independent SRI research firm. He has also advised Fortune 500 companies in five major industries on strategies to improve their financial and environmental performance and reporting. Dr. Kahn received both a J. William Fulbright Fellowship for political ecology in the Middle East and a National Science Foundation Fellowship in ecological economics.

**Mark S. Kieser** *Senior Scientist and Principal, Kieser & Associates, LLC*

Mark S. Kieser is a Senior Scientist at Kieser & Associates, LLC. Mark Kieser and staff have conducted countless water resources studies and have designed, developed and implemented some of the most influential trading programs and policy in the U.S.—ranging from on-the-ground watershed trading programs to authoring the 2003 U.S. EPA Water Quality Trading Policy. Mr. Kieser led one of the five EPA supported water quality trading projects in the late 1990s and served on Michigan's Water Quality Trading Workgroup that developed the framework for the first state-wide trading rules in the U.S. Mr. Kieser is now leading a variety of trading projects focused on: state-wide and watershed trading program development; agricultural credit banking schemes; urban storm water credit generation; electronic water quality trading registries; and, restoration of natural flow regimes in tributaries to the Great Lakes.

**Judith Kildow** *Principal Investigator and Director, National Ocean Economics Program*

Judith Kildow, the James W. Rote Distinguished Professorship at California State University at Monterey Bay, directs a large multi-university research effort, the National Ocean Economics Program (NOEP) ([www.OceanEconomics.org](http://www.OceanEconomics.org)), an applied research program that 1) tracks changes in human activities along the US coast and coastal ocean and 2) estimates the value of coasts and the coastal ocean to the US, State and local economies.

**Bruce Knight** *Chief, Natural Resources Conservation Service*

Bruce Knight is the chief executive officer for the Natural Resources Conservation Service (NRCS), the nation's lead agency for conservation on private agricultural land. He leads a workforce of more than 12,000 employees and administers a Federal budget of \$3.3 billion. Mr. Knight is a third-generation rancher and farmer and lifelong conservationist from Gann Valley, S.D., where he owns a diversified grain and cattle operation using no-till and rest rotation grazing systems. As Chief of NRCS, Mr. Knight has implemented provisions of the farm bill that increase conservation on working agricultural lands; promote innovative, market-based solutions to natural resource problems; and help farmers and ranchers pay some of the cost of their conservation efforts.

**Radha Kuppalli** *Manager of Business Development, New Forests Pty Limited*

Radha will join New Forests July 2006 as Manager of Business Development, where she will focus on developing the company's international business strategy and support the investment programs of new U.S.-based funds. While earning her MBA and Master in Environmental Management degrees, she specialized in environmental finance, particularly issues related to emissions trading, markets for ecosystem services, and private equity. Prior to her graduate studies at Yale, Radha worked at Natsource LLC, advising clients on a range of carbon market and renewable energy credit issues, and developed extensive experience in carbon offset-related investments.

**Colin le Duc** *Partner and Head of Research, Generation Investment Management*

Colin's career has focused on the interface of business/finance and sustainable development. To that end, he is the Head of Research of Generation Investment Management and covers the Global Industrials sector. He worked for Total, the French energy company, in London and Paris as a corporate strategy analyst and for Sustainable Asset Management ("SAM") in Zurich, where he ran the 15 person analyst team conducting sustainability research on large cap companies globally. He also worked for Arthur D. Little Inc. in London as a strategic management consultant where he advised blue chip clients globally, with a focus on energy, corporate strategy and sustainability.

**Dennis Martinez** *Chair, Indigenous Peoples' Restoration Network*

Dennis, of O'odham/Chicano/Swedish heritage, is the Chair of Indigenous Peoples' Restoration Network (IPRN), a working group of the Society for Ecological Restoration International. He has 37 years field experience in ecological-cultural restoration in temperate and dry tropical forest ecosystems, including tribal forestry certification (FSC and SCS) and the promotion of tribal restoration economies based on traditional values. He is currently working as a representative of the Takelma Intertribal Project with a coalition of environmental, government, and industry groups on a 50,000 acre experimental project in southwest Oregon designed to test different philosophies of integrated fuels reduction, ecological restoration and timber harvesting.

**Catherine M. Mater** *President, Mater Engineering, Ltd.*

Catherine Mater is President of Mater Engineering, Ltd.—a forest products consulting engineering and markets research firm servicing worldwide clients for over 50 years. She is a recognized expert in value-added wood products manufacturing and marketing and has assisted global corporations, governments, communities, and small processing operations in that field. In 1991, Mater conducted America's first major marketing effort in non-timber forest products on national forest systems. In 1997, Mater was selected as a Senior Fellow of The Pinchot Institute in Washington DC to lead the nation's largest project undertaking in forest certification on public and Indian Nation forestlands across the US. In this capacity, she has designed and implemented forest certification projects in over 10 states and 30 Indian Nations across the US.

**Michelle Passero** *Director of Policy Initiatives, The Pacific Forest Trust*

Michelle Passero is Director of Policy Initiatives for The Pacific Forest Trust. As Director, she works on policy incentives for private forestland conservation, including the development of policy frameworks for a forest carbon market. She has worked extensively on the development of forest carbon accounting protocols for the California Climate Action Registry, as well as the generic and sector-specific protocols for the World Resources Institute and World Business Council for Sustainable Development. Prior to her work at The Pacific Forest Trust, Michelle worked in the private sector as an environmental law attorney. She holds a master of laws degree in sustainable international development from the University of Washington and a law degree from the University of San Francisco.

**Fritz Paulus** *Executive Director, Oregon Water Trust*

Fritz Paulus is the Executive Director for the Oregon Water Trust, which restores surface water flows for healthier streams in Oregon by using cooperative, free-market solutions. Prior to his tenure at OWT, Fritz was a real estate negotiator for Portland's regional government, Metro, where he helped acquire natural areas and trail easements for the public through Metro's \$135 million Open Spaces program. His volunteer work in the conservation community includes serving as a board member and President for the urban tree planting group, Friends of Trees. He is a member of the Oregon State Bar and practiced law for 10 years. Fritz is a graduate of Whitman College (B.A. Mathematics '85) and the University of Oregon (J.D. '91).

**David Primozich** *Director, Willamette Partnership*

David began his career in natural resource planning and policy working on riparian regulation and management issues in Tillamook County, Oregon. He later led the development of the first comprehensive master plan for the parks and open spaces of Yamhill County, Oregon. David recently managed production of the Willamette Subbasin Plan—a peer reviewed technical reference document that guides fish and wildlife conservation funding and project development in the Willamette Basin. Since 2004 David Primozich has served as Director of the Willamette Partnership—a coalition of stakeholder leaders in Oregon's most populated watershed working to increase the pace, scope, and effectiveness of conservation by developing incentive based tools for cooperative investment.

**Walter V. Reid** *Director of the Conservation and Science Program, David and Lucile Packard Foundation*

Dr. Walter Reid is the Director of the Conservation and Science Program at the David and Lucile Packard Foundation. Previously, during 2005 and early 2006, he was a Consulting Professor with the Institute for the Environment at Stanford University. Dr. Reid was responsible for the creation of the Millennium Ecosystem Assessment, which he directed from 1998 until the release of the findings in March 2005. From 1992 to 1998, Dr. Reid was Vice President of the World Resources Institute in Washington D.C. He is a member of the Board of Editors of the journals *Ecosystems*, *Ecological Applications*, and *Public Library of Science-Biology*, and past member of the Board of the Society for Conservation Biology. Dr. Reid earned his Ph.D. in Zoology (Ecology and Evolutionary Biology) from the University of Washington in 1987.

**Robert Repetto** *Professor in the Practice of Economics & Sustainable Development, Yale School of Forestry*

Robert Repetto is Professor in the Practice of Economics & Sustainable Development at the Yale School of Forestry. Previously, he has been an advisor to Stratus Consulting, Inc., an environmental consulting firm, a Pew Fellow at the Marine Policy Center of the Woods Hole Oceanographic Institute, vice president of the World Resources Institute, an Associate Professor in economics and public health at Harvard University, and an advisor on economic planning in Indonesia, Bangladesh and India. His work over the years has focused on promoting economic policy changes that simultaneously yield economic and environmental benefits, and on designing market-friendly approaches to environmental protection.

**Mark E. Rey** *Under Secretary for Natural Resources and Environment*

As the Under Secretary for Natural Resources and Environment, Mark Rey oversees the U.S.D.A. Forest Service and Natural Resources Conservation Service. Since January 1995, Rey served as a staff member with the U.S. Senate Committee on Energy and Natural Resources, where he was the lead staff person for the committee's work on national forest policy and Forest Service administration. Drawing from his experience at the American Forest and Paper

Association and the American Forest Resource Alliance, he was directly involved in virtually all of the forestry and conservation legislation considered during the past several sessions of Congress, with principal responsibility for a number of public lands bills during this period. In addition, he worked on the Community Self-Determination Act of 2000, which is considered to have been the most extensive public forestry legislation passed by Congress in 20 years.

### **Pati Ruiz** *Director, Sierra Gorda Biosphere Reserve*

Pati began hands-on conservation 20 years ago, founding a local civil society organization with her husband in 1987 called Grupo Ecológico Sierra Gorda IAP (GESG, Sierra Gorda Ecological Group) to protect the threatened eco-region of Sierra Gorda. This local grassroots movement took off, leading the government to award Sierra Gorda Biosphere Reserve status in 1997. As the only Biosphere Reserve to be declared in response to a community movement, Pati Ruiz Corzo was designated as the Federal Director and spearheaded a co-management model of natural protected area management between the federal government and civil organization. Since 2000, Pati has also served as the Regional Coordinator for a Global Environment Facility (GEF) funded project on Biodiversity Conservation in the Sierra Gorda.

### **Astrid Scholz** *Vice President, Knowledge Systems, Ecotrust*

An Ecological Economist by training, Astrid is responsible for socioeconomic analysis and model development for bioregional sector programs in fisheries, forestry, food and farm and Native cultures, including the OCEAN (Ocean Communities "3-E" ANalysis) platform, a suite of geospatial tools for integrating the economic, ecological and social equity dimensions of marine resource management. She also serves as principal investigator, co-principal investigator and lead scientist on various projects in Pacific Northwest bioregion, including community based fishery management analyses in Alaska, Oregon and British Columbia, and salmon life-cycle assessment in the Northeast Pacific.

### **Jim Shields** *Wildlife Manager, Forests NSW, Australia*

Over the past thirty years, Jim has been directly involved with forest wildlife management, including managing wildlife in the remaining 2 million hectares of native forest and 50 000 hectares of plantation for State Forest in New South Wales. He has participated in the writing and development of the National Forest Policy (early 90s), the consequent Comprehensive Regional Assessments (CRAs), and the negotiations for the resultant Regional Forest Agreements. He has also helped implement these "RFA"s in NSW and tried to develop an economic force to deliver on global biodiversity management. In the past decade, Jim has worked with the Katoomba Group and others, focusing on providing local and global solutions to environmental management problems, in particular through the development of the concept of biodiversity credits and assets.

### **Ron Sims** *King County Executive*

King County Executive Ron Sims has a national reputation for boldness and vision, and is a champion of reforming government processes to better serve the people of the dynamic, forward-thinking Puget Sound region. An ardent conservationist, Sims has protected more than 100,000 acres of green space in the County since 1997. He won regional praise and national recognition for his leadership in a three-county effort to restore the runs of the prized Chinook salmon, declared threatened by the National Marine Fisheries Service earlier in 1999. He has also been a regional leader on managing growth in the economically booming King County region and a driver of eco-friendly strategies to deal with transportation of people and goods and services in the heavily congested Puget Sound corridor.

### **Jeremy Sokulsky** *President, Environmental Incentives*

Jeremy Sokulsky has pursued innovative means to improve the environment for over a decade, culminating in his development of a conservation real estate and consulting firm, Environmental Incentives. He has led initiatives to investigate nutrient, metals and bacterial pollution to water bodies, analyze market-mechanisms for environmental management, and develop wind energy projects—where he successfully executed renewable energy credit transactions as well as modeled and assisted in negotiations for wind energy development projects worth over \$60 million. Jeremy has also developed TMDLs for both urban coastal and mountain watersheds and is the project lead for the Lake Tahoe Water Quality Trading Program feasibility analysis and program design.

**Dan Spethmann** *Leader of New Business Development, Temple-Inland*

Dan Spethmann is the Leader of New Business Development at Temple-Inland, a major manufacturer of corrugated packaging and forest products, where he currently works with the Forest Products Corporation Non-Timber Resources Group to develop ecosystem services opportunities. In addition, Dan is in the final throes of dissertation preparation and defense to complete a Ph.D. in Natural Resource Economics at The Arthur Temple College of Forestry—Stephen F. Austin State University. The research is based in ecosystem services valuation.

**Kerry ten Kate** *Director of Investor Responsibility, Insight Investment*

Since joining the Secretariat of the United Nations “Earth Summit” in 1990, Kerry has conducted research and offered policy advice to governments, industry, investors and the UN on issues ranging from conservation and sustainable development strategies to trade and environment policies. At Kew, she led the team on establishing Kew as a center of expertise on the Convention on Biological Diversity (CBD). She now works half time for Forest Trends, directing the Biodiversity Offsets Initiative and helping with work on payments for ecosystem services, and half-time as Director of Investor Responsibility at Insight Investment, encouraging the multinational companies in which Insight’s £81 billion fund is invested to adopt best practice on environmental, social and ethical issues.

**Mark Tercek** *Director of Corporate Citizenship, Goldman Sachs*

Mark is a managing director and head of the office of Corporate Citizenship for Goldman Sachs. He joined Goldman Sachs in 1984 and became a partner in 1996. Mark previously headed the firm’s Consumer/Healthcare, Equity Capital Markets, Corporate Finance and Real Estate Departments. In earlier assignments, he headed the worldwide transportation group, co headed the firm’s Corporate Finance Department in Tokyo, and was one of the senior bankers who led the firm’s early investment banking initiatives in Asia. Mark is a trustee of the Leader-to-Leader Institute. Mark is also an adjunct professor of Finance at New York University’s Stern School of Business. Mark earned an MBA with distinction from the Harvard in 1984.

**Dr. Barton (“Buzz”) Thompson** *Director, Woods Institute for the Environment at Stanford University*

Professor Thompson is both Director of the Woods Institute for the Environment at Stanford and the Robert E. Paradise Professor of Natural Resources Law. His research focuses on natural resource policy and land conservation, with a particular emphasis on effective market mechanisms. He has written several articles on the opportunities for and barriers to investments in ecosystem services and co-organized a workshop conference at Stanford University in November 2000 on Protecting Ecosystem Services: Science, Economics, and Law. He is a member of EPA’s Science Advisory Board, where he chairs its committee on the valuation of ecological systems and services. He also serves as Chairman of the Board of the Natural Heritage Institute and as a board member of the California chapter of The, the Resources Legacy Fund, and the American Farmland Trust.

**Dr. Mark C. Trexler** *President, Trexler Climate + Energy Services, Inc*

Dr. Mark C. Trexler is President of Trexler Climate + Energy Services, Inc. ([www.climateservices.com](http://www.climateservices.com)), the first firm to specialize in corporate strategy, market, and project services relating to climate change and GHG emissions reductions. Prior to founding TC+ES in 1991 Mark was with the Climate, Energy, and Pollution Program of the World Resources Institute in Washington D.C., a leading policy think-tank. TC+ES’s clients range from the very large (TransAlta, ChevronTexaco, AES, Tokyo Electric Power) to the smaller (Stonyfield Farms, The Nature Conservancy) to international agencies including the Global Environment Facility and the United Nations Development Programme. He has been extensively involved in both voluntary and regulatory environmental markets, and worked on the first voluntary carbon offset transaction in 1989.

**Sara Vickerman** *Senior Director, Biodiversity Partnership, Defenders of Wildlife*

Sara Vickerman is senior director of biodiversity programs for Defenders of Wildlife and director of the Northwest office. She and her staff initiated and managed the Oregon Biodiversity Project, which has served as a model for statewide biodiversity assessments and strategies in many other states. Vickerman has a special interest and expertise in

private landowner incentive policies. She served two terms on the Oregon Parks and Recreation Commission and is on the board and executive committee for the Willamette Partnership where she helped shape the Willamette Ecosystem Marketplace concept with an eye toward expanding it to other regions of the United States.

**Bettina von Hagen** *Vice President, Forestry and the Natural Capital Fund, Ecotrust*

Bettina von Hagen is Vice President at Ecotrust for Forestry programs and for the Natural Capital Fund, a \$20 million fund that invests in key businesses and initiatives in the conservation economy. The Fund's most recent initiative is launching Ecotrust Forests LLC, a forest investment management organization that acquires and manages forestland in the Pacific Northwest for the benefit of investors seeking triple bottom-line returns. Prior to joining Ecotrust in 1993, Bettina was a Vice President at First Interstate Bank of Oregon and managed the banking relationships of large and mid-sized companies in the region. Bettina holds an MBA from the University of Chicago and a BA from the University of the Pacific. Bettina currently serves on the boards of the Climate Trust, Forest Trends, Ecotrust Forest Management, the U.S. Green Building Council, and the FSC Global Fund.

**Terry Williams** *Tulalip Tribes*

Williams has helped increase tribal sovereignty through tribal environmental regulatory and programmatic development and has won several awards for his vision and leadership in natural resource management. From 1995 to 1996, Williams was director of the U.S. Environmental Protection Agency American Indian Environmental Office and from 2003 to 2004, Williams served as Chair of the Tribal Committee of the National Environmental Justice Advisory Committee. For over two decades, Williams has served on the Northwest Indian Fisheries Commission and as a Fisheries and Natural Resources Commissioner for the Tulalip Tribes.

**Matthew A. Wilson** *Principal Partner, Spatial Informatics Group*

Matthew Wilson is a principal partner in Spatial Informatics Group (SIG) LLC, an Assistant Research Professor in the School of Business and a Research Fellow at the Gund Institute of Ecological Economics at the University of Vermont. He received his Ph.D. in 2000 from the University of Wisconsin-Madison. Dr. Wilson's work focuses on the economic valuation of environmental goods and services and the internalization of environmental externalities into market prices. Among his published research is a co-authored book chapter titled "Coastal Systems and Coastal Communities", now appearing in the United Nations Sponsored, Millennium Ecosystem Assessment: Conditions and Trends (2005).

# PLATINUM SPONSORS

## Mater Engineering

Mater Engineering is a forest products engineering and markets research firm working worldwide for over 60 continuous years. Headed by Catherine M. Mater, the firm has spearheaded benchmark forest certification assessment projects on Indian Nation and public forest lands throughout the US, and conducts workshops on product design and market access for certified wood products throughout the world.



## Natural Resources Conservation Service

The Natural Resources Conservation Service (NRCS) provides products and services that enable people to be good stewards of the nation's soil, water, and related natural resources on non-Federal lands. With NRCS' help, people are able to help the land function as a living, sustainable system that provides a high standard of living and quality of life today and for future generations.



## The Nature Conservancy

The Nature Conservancy (TNC) is an international, nonprofit organization that preserves plants, animals and natural communities representing the diversity of life on Earth by protecting the lands and waters they need to survive. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 47 million hectares in Latin America, North America, the Caribbean, Asia and the Pacific.



## Triloka Global Advisors

Triloka Global Advisors' Asia-based team delivers dynamic, global investment management solutions to institutional investors worldwide. Our distinctive perspective and processes give us the investment agility to provide portable alpha, pure alpha, and beta strategies for any global benchmark. Triloka prides itself on being a leader in identifying and developing unique sources of alpha, especially through investments consistent with our commitment to sustainable development and socially responsible investing.



## USDA Forest Service

The mission of the USDA Forest Service is to sustain the health, diversity, and productivity of the Nation's forests and grasslands to meet the needs of present and future generations.



# SPONSORS

## Confederated Tribes of Warm Springs

The Confederated Tribes of Warm Springs is the land of the Warm Springs, Wasco and Paiute Native American Tribes, stretching from the snowcapped summit of the Cascade Mountains to the palisaded cliffs of the Deschutes River in Central Oregon. The Confederated Tribes Natural Resource Management Services exist to plan and execute a balanced direction for the protection, use, and enhancement of all tribal natural resources. Resources shall be managed as sustainable assets available for cultural, subsistence, economic and social purposes or opportunities in perpetuity.



## Ecoevaluation Group

The Ecoevaluation Group, a multi-firm partnership, brings together environmental scientists, economists, GIS specialists, planners, engineers, and public policy practitioners to provide a unique, comprehensive approach to the valuation of ecosystem goods and services. The Ecoevaluation Group uses economic and ecological assessment techniques, including a comprehensive benefits transfer GIS-based database, in order to assist policy makers, land managers, regulatory agencies, and market traders in making their decisions about the value of ecosystem services and to develop cost-effective, appropriate resource management techniques.



## Parametrix

Parametrix is an employee-owned firm with over 450 professionals who provide comprehensive natural resource, regulatory, policy, planning, public involvement, and environmental engineering and science services. We specialize in environmental process improvement, program development, and creation of innovative tools designed to provide key linkages between resource management objectives and practical, real, on-the-ground projects. Our expertise, ability to deliver under extreme conditions, and our continued dedication to programmatic solutions was recognized in 2005 with a national environmental excellence award from the Federal Highway Administration.



## Perkins Coie

Perkins Coie serves great companies ranging in size FORTUNE 100 companies to startups. The firm has more than 600 attorneys in 14 offices across the United States and in China and has historically represented market leaders in traditional and cutting-edge technology industries.



## Potlatch Corporation

Potlatch Corporation is a real estate investment trust (REIT) that owns and manages 1.5 million acres of timberlands located in Arkansas, Idaho, Oregon and Minnesota. Through a taxable REIT subsidiary we also operate 13 manufacturing facilities that are engaged in the production of commodity wood and pulp products. Potlatch is the only publicly traded company with its entire forestland holdings triple-certified under the guidelines of the Forest Stewardship Council (FSC), Sustainable Forestry Association (SFI) and ISO 14001.



## Wells Fargo

Wells Fargo is committed to being environmentally responsible in every community in which it does business. Wells Fargo is a diversified financial services company with \$492 billion in assets, providing banking, insurance, investments, mortgage and consumer finance to more than 23 million customers from more than 6,200 stores and the internet across North America and elsewhere internationally. For more information about Wells Fargo and its commitment to the environment, please visit [www.wellsfargo.com](http://www.wellsfargo.com).



# PARTNERS

## Cascade Land Conservancy

The Cascade Land Conservancy is a Seattle-headquartered non-profit regional land trust that preserves working forests, farmlands, urban and natural areas in a four-county area in Western Washington State. The Cascade Agenda, a 100-year conservation program hosted by the CLC, links conservation with livable communities and a vibrant economy.



## Climate Trust

The Climate Trust is a leading non-profit organization dedicated to providing solutions to stabilize our rapidly changing climate. The sole mission of The Climate Trust is to promote climate change solutions by providing high quality greenhouse gas offset projects and advancing sound offset policy.



## Columbia Land Trust

The mission of Columbia Land Trust is to conserve signature landscapes and vital habitats together with the landowners and communities of the Columbia River region. Columbia Land Trust conserves land along the lower 200 miles of the Columbia River from the desert east of the Cascades to the ocean with projects currently taking us from 50–70 miles into both Oregon and Washington from the banks of the river. Columbia Land Trust accomplishes its mission by working directly with willing landowners as well as a consortium of conservation groups and government agencies.



## Defenders of Wildlife

Defenders of Wildlife is a leading conservation organization recognized as one of the nation's most progressive advocates for wildlife and its habitat. Defenders uses education, litigation, research and promotion of conservation policies to protect wild animals and plants in their natural communities. Founded in 1947, Defenders is a 501 (c) (3) organization with 490,000 members and supporters nationwide and headquarters in Washington, D.C.



## Deschutes Basin Land Trust

The Deschutes Basin Land Trust is a Bend, Oregon based regional land trust serving the communities and landowners of Oregon's 6.8 million acre Deschutes River Basin. With our Back to Home Waters program, the Land Trust is leading the effort to protect and restore lands essential to a successful reintroduction of the upper basin's legendary salmon and steelhead runs. The Land Trust is also working to conserve the basin's productive private timberlands through community forestry, with a goal of acquiring and managing nearly 300,000 acres of commercial timberland.



## Deschutes River Conservancy

The Deschutes River Conservancy works to restore the Deschutes River and its tributaries through the close collaboration of everyone who cares about it - farmers, recreation enthusiasts, ranchers, conservationists, tribal communities, and, we hope, you.



## Oregon Water Trust

Oregon Water Trust restores surface water flows for healthier streams in Oregon by using cooperative, free-market solutions. Founded in 1993 by a group with diverse water interests, we were the first water trust in the nation. We acquire water rights from willing landowners for instream use, focusing on streams where small amounts of water provide significant ecological benefits.



## Wild Salmon Center

The mission of the Wild Salmon Center is to identify, understand and protect the best wild salmon ecosystems of the Pacific Rim. We devise and implement practical strategies, based on the best science, to protect forever these extraordinary places and their biodiversity.



# DETAILS

## Hotel Information

Most Portland Katoomba attendees are at the three official conference hotels located in the heart of downtown Portland. Each hotel is within easy walking distance to each other and are all connected to Portland's acclaimed Public Transportation System.

### The Mark Spencer Hotel

SW Stark & 11th Ave.  
409 SW 11th Ave.  
Portland, OR 97205  
503.224.3293  
[www.markspencer.com](http://www.markspencer.com)

### The City Center Marriott Hotel

SW Broadway & Washington Ave.  
520 SW Broadway  
Portland, OR 97205  
503.226.6300  
[www.marriottportland.com](http://www.marriottportland.com)

### The Benson Hotel

SW Broadway & Oak  
309 SW Broadway  
Portland, OR 97205  
503.228.2000  
[www.bensonhotel.com/accommodations.html](http://www.bensonhotel.com/accommodations.html)

# Venues & Transportation

## World Forestry Center

4033 SW Canyon Rd., Portland, Oregon  
[www.worldforestry.org](http://www.worldforestry.org)

The City of Portland's MAX (Metropolitan Area Express) is the recommended transportation option for conference attendees traveling from downtown Portland to the World Forestry Center:

The MAX Lightrail picks up from Pioneer Courthouse Square (SW Broadway & Morrison Street) in downtown Portland and drops off directly in front of The World Forestry Center, located in Washington Park.

### MAX LIGHTRAIL

#### MAX Blue Line & MAX Red line

**Travel time:** 11 minutes

**Fares:** Adult (\$1.65), Youth/Student (\$1.30) or Honored Citizen

**Frequency:** During peak travel times the MAX Lightrail runs every 8 minutes.

Please check the enclosed schedule for exact times or download to a PDA at:

[www.trimet.org/schedules/pda](http://www.trimet.org/schedules/pda)

## Jean Vollum Natural Capital Center

721 NW Ninth Avenue, Portland, Oregon  
(NW 10th Avenue between Irving & Johnson)  
[www.ecotrust.org/ncc](http://www.ecotrust.org/ncc)

The Natural Capital Center is centrally located in Portland's Pearl district between NW 9th and 10th Avenues, and Irving and Johnson Streets. It is within a fifteen-minute walk of all the Conference hotels, and also accessible by the Portland Streetcar.

### PORTLAND STREETCAR

**Travel time:** 5–8 minutes depending on the stop used.

**Fares:** Adult fare: \$1.65 Honored Citizen (65 or older): \$.80

**Hours Available:** 5:30 AM–11:30 PM

**Frequency:** Every 13 minutes

# CO-HOSTS



## THE KATOOMBA GROUP

1050 Potomac Street, NW  
Washington, DC 20007  
TEL (202) 298-3000  
FAX (202) 298-3014  
[www.katoombagroup.org](http://www.katoombagroup.org)



## FOREST TRENDS

1050 Potomac Street, NW  
Washington, DC 20007  
TEL (202) 298-3000  
FAX (202) 298-3014  
[www.forest-trends.org](http://www.forest-trends.org)



## ECOTRUST

Natural Capital Center  
721 NW Ninth Avenue  
Suite 200  
Portland, OR 97209  
TEL (503) 227-6225  
FAX (503) 222-1517  
[www.ecotrust.org](http://www.ecotrust.org)