



# NATURAL BIODIVERSITY

New Beginnings...  
Extraordinary Results

2010 Annual Report



**AARGH!**  
It's Natural  
Biodiversity!

# Acknowledgements

## **NATURAL BIODIVERSITY TEAM**

### **CURRENT PERSONNEL**

Kristin Sewak, Executive Director  
Kristina Strosnider, MLA, Assistant Director & Landscape Architect  
Melissa Woy, Executive Assistant  
Matthew Truesdale, Education Coordinator/AmeriCorps Member  
Robert Morneau, Outreach Coordinator/AmeriCorps Member  
R. Zac Wert, Stewardship Coordinator/AmeriCorps Member

### **FORMER PERSONNEL**

Meghan Kerr, Assistant Director  
Douglas Beri, Jr., Projects Manager  
Monica Shedlock, Projects Coordinator  
Andrew Wicks, Outreach Coordinator/AmeriCorps Member  
Matthew Johnson, Projects Coordinator/AmeriCorps Member  
Hannah Clemenson, Intern  
Amber Hunsinger, Intern  
Adam Miller, Intern  
Joshua Penatzer, Intern  
Anthony Scaletta, Intern

## **BOARD OF DIRECTORS**

Janie French, President  
Dennis M. McNair, PhD, Vice-President  
Adia G. Dobbins, MBA, Secretary/Treasurer  
William Gleason Barbin, Esq.  
Tom Dick, DVM  
Allison Felix, MSB  
Melinda Hughes-Wert  
Daimon Lawrence, MS  
Andrew Mack, PhD  
Gina Makris, DC, MSEL

## **PRIMARY SUPPORTERS**

Dominion Foundation/Western Pennsylvania Conservancy  
Foundation for Pennsylvania Watersheds  
Juniata Clean Water Partnership/National Fish & Wildlife Foundation  
Pennsylvania Department of Conservation and Natural Resources: Wild Resource Conservation Program  
Pennsylvania Department of Environmental Protection: Environmental Education Program  
Pennsylvania Mountain Service Corps  
Southern Alleghenies Conservancy/USDA Natural Resource Conservation Service  
USDA Animal and Plant Health Inspection Service

## **CONSULTANTS**

Hurst Media Works, Johnstown, PA  
Interpretive Insights, Houston, TX  
KH2 Design, Mars, PA  
Recharge Web Design, Altoona, PA

# New Beginnings...Extraordinary Results

## LETTER FROM EXECUTIVE DIRECTOR, KRISTIN SEWAK

### DEAR FRIENDS,

As I reflect on 2010, our first year as an independent nonprofit organization, the word “extraordinary” comes to mind. As shown throughout this report by graphic excerpts from our *PA Invasive Species Educational Curriculum Supplement*, titled *BioBullies*, Natural Biodiversity not only produced high quality outcomes, but also quite creative products.

First, our new board of directors took the helm in February and quickly demonstrated extraordinary qualities by breathing life into the infant organization. Despite not knowing each other, the directors quickly gelled and got to work building a new organization from what had been a decade-long program.

Staff members also demonstrated extraordinary qualities by maintaining their focus on producing excellent programs and projects, in spite of the amount of additional work that was required to form the new 501(c)(3) organization.

Thanks to a host of cooperative efforts, Natural Biodiversity achieved quality outcomes – seemingly as if was nothing extra was required. But, much more effort than usual was required in 2010.

Obstacles presented themselves at every turn, yet the work continued seamlessly. A few of the challenges included the need to find new office space and a 100% turnover in support personnel, largely due to the start of a new AmeriCorps program year. Despite all of the obstacles, Natural Biodiversity accomplished the following programmatic outcomes in 2010:

- Implementation of Outdoor Heritage Month, including a calendar of approximately 20 regional events.
- Public screening of the movie, *Food Inc.*, for about 40 attendees.
- Execution of another successful Outdoor Adventures event for more than 1,100 students that featured a record number of interactive exhibits and activities.
- Receipt of a prestigious award, The 2010 Outstanding Environmental Education Program Award, from the Pennsylvania Association of Environmental Educators.
- Institution of a new event, the Allegheny Mountains Native Plant Fest & Sale.
- Completion of 23 detailed, invasive plant management plans for 867 acres of private land.
- Execution of a regional landowner workshop for more than 20 attendees.

- Production of the Juniata Cooperative Weed Management Area Strategic Plan.
- Hiring of two new full-time staff members, Kristina Strosnider, Assistant Director, and Melissa Woy, Executive Assistant (a new position).
- Relocation to a superior and more economical office space, The Russell House Community Center, located in the Moxham neighborhood of Johnstown and owned by another nonprofit organization, Moxham Renaissance.
- Convening of our first Annual Meeting on October 27, 2010, attended by 44 friends of the organization.
- Creation of a sustainable landscape design for Sandyvale Memorial Gardens in Johnstown.
- Completion of the *PA Invasive Species Educational Curriculum Supplement* (“BioBullies”).
- Presentations at 31 events.
- Recruitment of 71 Founding Members.

This list of accomplishments is even more impressive when one considers that it does not include those related to our organizational development. Read “A New Organization” to learn more about the year’s organizational outcomes.

At each critical moment of the year, the extraordinary people who comprise Natural Biodiversity exhibited their excellence and were joined by the many funding agencies, volunteers, Founding Members, and committees in making these outcomes possible.

I’d like to thank everyone for their collective efforts! Well done!

As 2011 develops, I expect even more extraordinary results, as this is the current trend at Natural Biodiversity. I look forward to working with each of you, the valuable caretakers of our bio-diverse region, to accomplish our mission of stewardship.

Best regards,



Kristin D. Sewak  
Executive Director



## LETTER FROM THE PRESIDENT, JANIE FRENCH

### DEAR FRIENDS,

Natural Biodiversity may be 10 years old, but it experienced a new beginning in 2010. In February of last year, a founding board was selected to lead Natural Biodiversity in becoming incorporated as a 501(c)(3) nonprofit entity. We as board members are charged with the governance of this new nonprofit organization, making sure that it abides by ethical and legal standards in making Natural Biodiversity's vision a reality. Our first task was to define Natural Biodiversity's mission. That mission is: "To heal and support our landscapes and their abilities to sustain themselves and flourish; Engaging citizens and recognizing that they are an interdependent part of the Allegheny Mountains region."

During this formative time, we also came to realize how much we appreciate and value our staff and volunteers. Without this incredible support, we would not be able to function as well as we do or provide the quality programs and services that are offered. Our staff is top-notch and guided by our very talented Executive Director, Kristin Sewak.

I am indebted to my fellow founding board members for their vision and commitment to strengthening Natural Biodiversity. They accepted this responsibility with enthusiasm and commitment. Each member brought a complementary skill set to the leadership team.

The founding board members were:

- Tom Dick - Allegheny Plateau Audubon Society
- Adia Dobbins - Somerset Trust Company
- Janie French - Pennsylvania Environmental Council
- Melinda Hughes-Wert - Nature Abounds
- Andrew Mack - Powdermill Nature Reserve
- Gina Makris - Optimum Health Management
- Dennis McNair - University of Pittsburgh at Johnstown

In October, Natural Biodiversity held its first annual membership meeting, during which three new Board members were elected. We welcome Allison Felix of Saint Francis University; William Gleason Barbin, Esquire; and Daimon Lawrence of CJL Engineering to our team.

In 2011, the Board and staff will focus on building capacity both financially and programmatically for this young organization. We will increase our public engagement to expand our network of citizen stewards. I look forward to the opportunities and challenges 2011 will bring. And I am confident that Natural Biodiversity will remain the leading organization in conservation stewardship.

Best regards,



Janie French  
President



*The founding Board of Directors for the new organization are: (Seated, left to right) Melinda Hughes-Wert and Gina Makris. (Standing, left to right) Dennis McNair, Janie French, Andy Mack, and Adia Dobbins. Absent from photo: Tom Dick.*

# Current Board of Directors

## OFFICERS

### JANIE FRENCH PRESIDENT

Janie is the Director of Green Infrastructure Programs with the PA Environmental Council and has 28 years' professional experience in working with grassroots organizations on community based planning and water resource sustainability. She has served on the Board of the PA Organization for Watersheds and Rivers and as co-chair of the development committee for PA Trout.



### DENNIS M. MCNAIR, PHD VICE-PRESIDENT

Dennis is a biology professor at the University of Pittsburgh at Johnstown, teaching ecology and physiology. He has degrees in biology and zoology. His research involves ecology of aquatic insects, particularly dragonflies and damselflies. Since its founding he has been a member of the Allegheny Plateau Audubon Society and currently is President.



### ADIA G. DOBBINS, MBA SECRETARY/TREASURER

Adia has degrees in music education and business administration with an emphasis in nonprofit arts management. Her professional experience is in the areas of marketing, diversity, human relations and corporate law. She currently keeps an active schedule as a business professional within Somerset Trust Company's commercial lending department and as a freelance vocalist.



## DIRECTORS

### ALLISON FELIX, MSB

Allison is the Director of the Saint Francis University Science Outreach Center, a project director of professional-development programs for teachers, and a director of student outreach programs in Science, Technology, Engineering and Mathematics (STEM) education. She has degrees in biology and is pursuing a doctoral degree in STEM education.



### WILLIAM GLEASON BARBIN, ESQ.

William has been with Gleason, McQuillan, Barbin, & Markovitz LLP since being admitted to the Pennsylvania Bar in 1979, practicing general law and concentrating on matters dealing with local governments, development, permits and approvals. His legal experience includes environmental matters and regulatory issues.



### DAIMON LAWRENCE, MS

Daimon is Director of Marketing at CJL engineering, where he manages corporate marketing, business development and proposals. He has served as a marketing manager for Hayes Large Architects of Altoona and has provided professional public-communications consulting services through DLE for eleven years.



### MELINDA HUGHES-WERT

Melinda is the President of Nature Abounds, an emerging national 501(c)(3) corporation that educates and empowers citizens to sustain their community through environmental stewardship. Prior to leading Nature Abounds, Melinda worked for the National Wildlife Federation and the Environmental Alliance for Senior Involvement, better known as EASI.



### ANDREW MACK, PHD

Andrew is the William and Ingrid Rea Conservation Biologist at the 2,200-acre Powdermill Nature Reserve. He has been published in more than 45 publications on ornithology, ecology and conservation; lived in Papua New Guinea where he studied rainforest ecology; and at one time was Collections Manager of birds at the Academy of Natural Sciences.




# A New Organization

After years of existing as an unincorporated program, Natural Biodiversity has become an independent nonprofit corporation, enabling the work of the organization to continue well into the future. After months of board member recruitment and steering committee input, the initial organizational meeting of the Founding Board of Directors took place on February 1, 2010. During the productive meeting, the new Board chose to keep the name "Natural Biodiversity" and to refine the organization's mission statement. The swift Board action enabled Natural Biodiversity to receive its incorporation status from the Commonwealth of Pennsylvania on February 18, 2010.

Since the organization's inception, Natural Biodiversity Board members and staff have accomplished the following organizational development tasks:

1. Establishment of governing by-laws.
2. Definition of Board, Officer, and committee member roles and responsibilities.
3. Tax exemption status from the Internal Revenue Service, which designated Natural Biodiversity as a public charity under the 501(c)(3) provision of the federal tax code.
4. Registration with the Pennsylvania Bureau of Charitable Organizations.
5. Hiring of three full-time staff members and three temporary AmeriCorps members.
6. Development of Standard Operating Procedures.
7. Recruitment of 71 Founding Members.
8. Convening of the first Annual Meeting on October 27.
9. The obtainment of donations and grant awards totaling over \$450,000 for 2010-2012 operations and programs.
10. Development of a sound 2011 budget.

In 2011, Natural Biodiversity will involve its citizen volunteers, members and other stakeholders in a strategic planning process. Once that process has been completed, Natural Biodiversity will be well positioned to fulfill its mission in focused and effective ways, thus perpetuating its stewardship of the region's natural biodiversity.



This annual report was made possible, in part, by a Cooperative Agreement with the United States Department of Agriculture's Animal and Plant Health Inspection Service (APHIS). It may not necessarily express the views of APHIS.

*This institution is an equal opportunity provider.*

*The animated characters placed throughout this report are the creations of illustrator James Hayes.*

# Juniata Cooperative Weed Management Area

Through a contract with the Juniata Clean Water Partnership, Natural Biodiversity formed the Juniata Cooperative Weed Management Area (CWMA) Partnership as an official guiding body, charged with preventing and minimizing invasive plant impacts and promoting native biodiversity throughout the more than 3,400 square-mile Juniata River watershed. Juniata is the largest CWMA in Pennsylvania, only the second CWMA established in the state, and the first to include a comprehensive approach that examines problems with all potential invasive plant species in the watershed.

So far, the Juniata CWMA Partnership includes seven signatories to its Memorandum of Understanding (MOU), which makes the CWMA an official cooperative body. Signatories include representatives from the following local, state and federal agencies:

1. Bedford County Conservation District.
2. Blair County Conservation District.
3. Juniata Clean Water Partnership.
4. National Park Service.
5. Natural Biodiversity.
6. PA Department of Conservation and Natural Resources.
7. Southern Alleghenies Resource Conservation and Development Council.

Natural Biodiversity also created the strategic management plan for the Juniata CWMA Partnership. The management plan outlines the goals and objectives of the group along with specific strategies to reach those goals. Another innovative feature of the plan is a map of the watershed that identifies areas vulnerable to invasive plants with an overlay that shows biologically diverse areas. The map helps planners to determine where efforts are needed to protect sensitive areas from invasive plants. To download a copy of the management plan, go to [www.naturalbiodiversity.org/cooperatives.shtml](http://www.naturalbiodiversity.org/cooperatives.shtml). The National Fish and Wildlife Foundation's Pulling Together Initiative and USDA APHIS provided primary funding for the effort.



# Education and Outreach



Education and outreach are embedded in the fabric of Natural Biodiversity. As we celebrate 10 years of existence, and our emergence as an independent organization, we continue to serve the human and biotic communities of the Alleghenies region. The year of 2010 was filled with opportunities to provide education and outreach through new and ongoing programming. Our accomplishments included: *Beyond the Schoolhouse*, *Native Plant Fest of the Alleghenies*, *the Leaflet*, *Outdoor Heritage Month*, *Outdoor Adventures*, and *BioBullies: An Invasive Species Educational Supplement for Pennsylvania Schools*.

## **Beyond the Schoolhouse: An Outdoor Classroom Project**

New research continues to show that outdoor, experiential, and environment-based learning augments student physical and emotional health, focus and attention – and can increase comprehension in several subject areas. Since 2009, Natural Biodiversity's "Beyond the Schoolhouse" Program has been enhancing indoor instruction with hands-on outdoor activities, developing environmental materials, providing resources, improving existing outdoor learning facilities and creating completely new outdoor classrooms.

Through a grant from PA DEP's Environmental Education program and USDA APHIS, Natural Biodiversity is providing time and materials assistance to a school district that is committed to developing an outdoor classroom for district-wide outdoor education. In the fall of 2010, we developed selection criteria, an RFP and an application, which were mailed to school districts in the six-county area, including and surrounding Cambria County. In December 2010, with the help of a volunteer review

panel, Natural Biodiversity selected Bellwood-Antis School District in Blair County as the recipient of the assistance. During 2011 a courtyard at the district's junior/senior high school will be transformed into an outdoor classroom.

## **Native Plant Fest of the Alleghenies**

On May 22, Natural Biodiversity and the Johnstown Area Heritage Association sponsored the first annual Native Plant Fest of the Alleghenies at the Johnstown Heritage Discovery Center. The event provided approximately 200 participants from four states with the opportunity to purchase native plants for their homes and learn how indigenous species can augment gardens and wildlife habitat. Doug Tallamy, Ph.D, who is Chairman of the University of Delaware's Department of Entomology and Wildlife Ecology, gave the keynote address, focusing upon concepts contained within his award-winning book *Bringing Nature Home*. Dr. Tallamy has become a powerful advocate for native plant gardening, and his book has revolutionized the way readers landscape their properties, inspiring many to go native. In recognition of Dr. Tallamy's work, the Pennsylvania Association of Environmental Educators awarded him the Outstanding Contribution to the Environmental Field Award during the day's festivities.

The Native Plant Fest also offered workshops by Kathy McGregor of Sylvania Natives, Pittsburgh, PA and Liz McDowell of the Elk Ridge Native Plant Preserve & Western Mountains Chapter of Maryland Native Plant Society, Grantsville, MD. Johnstown Area Heritage Association presented a children's workshop. The native plant sale featured four vendors: Friendship Farms, Lycippus, PA; Go Native Tree Farm, Manheim, PA; Grounds for Nature, Hedgesville, WV; and Natural Biodiversity/Johnstown Area Heritage Association. Special thanks go to Octoraro Native Plant Nursery of Kirkwood, PA for donating native shrubs to Natural Biodiversity during the event.





### Sandyvale Memorial Gardens and Conservancy

Natural Biodiversity worked with the Sandyvale Memorial Gardens and Conservancy Project group during the fall to develop a conceptual design for a sustainable, multi-use community hub. The result is a park concept that features a veterans' memorial, event space, a memorial tree circle, a community center, a conservatory and greenhouse, a community garden, interactive educational space for schools, a native plant arboretum, wildlife habitat, a dog park, a loop trail, and a healing garden - in addition to the rich historical resources already on-site.

## theLEAFLET

### The Leaflet E-Newsletter and Social Media

The Leaflet newsletter's electronic distribution grew by 58% in 2010 with the number of subscribers increasing from 304 to 481. It has become an effective tool in communicating Natural Biodiversity news, events and environmental information to supporters and stakeholders. The Leaflet was particularly beneficial during our 1st annual appeal for Founding Members, securing about half of our 71 Founding Members. We also continued to use Facebook and joined Twitter, ([twitter.com/Nat\\_Bio](https://twitter.com/Nat_Bio)) enhancing our capacity to inform friends and members about projects, upcoming events and environmental issues.

Information on Outdoor Heritage Month, Outdoor Adventures, and BioBullies can be found elsewhere within this annual report.

### 2010 Education & Outreach Events

During 2010 Natural Biodiversity presented at or participated in 31 environmental events, directly serving more than 2,500 people with presentations, exhibits, invasive plant weeding, native plantings, or volunteer time:

<b>Regional Trails Corporation Retreat</b>	January 30**
<b>Outdoor Heritage Month</b>	month of April*
<b>Outdoor Heritage Month Opening Ceremony</b>	April 2*
<b>Food, Inc. Movie Screening</b>	April 8*
<b>Windber Elementary Science Club</b>	April 19*
<b>Rain Barrel Construction Work Day</b>	Earth Day, April 22*
<b>PA Wild Resource Festival</b>	May 1**
<b>Outdoor Adventures</b>	May 6 & 7*
<b>Johnstown's Operation Clean Sweep Planting</b>	May 16
<b>Native Plant Fest of the Alleghenies</b>	May 22*
<b>Greenhouse Park Planting</b>	June 12*
<b>Windber Coal Heritage Center Native Planting</b>	June 16*
<b>Jim Mayer Trail Weeding</b>	June 18 & August 6
<b>St. Francis University Kids' College</b>	June 22**
<b>"Creating Wildlife Habitat at Home" Landowner Workshop</b>	June 26*
<b>Windber Elementary Outdoor Classroom Native Planting</b>	July 14
<b>PA Wild Resource Symposium</b>	August 17**
<b>Connellsville Rail Town Outreach Corps Trail Survey</b>	August 30
<b>Ohio River Watershed Celebration</b>	September 15
<b>Mother Earth News Fair</b>	September 25 & 26
<b>Western PA Trails Symposium</b>	October 22**
<b>St. Anne Church Environmental Day</b>	October 23**
<b>Natural Biodiversity 1st Annual Meeting</b>	October 27*
<b>Shade Creek Watershed Association Work Days</b>	November 11 & 24
<b>Bedford County Environmental Learning Network</b>	November 18**
<b>Learning Lamp After-school Programs</b>	December 8 & 15**

Key:

\*Organized and hosted by Natural Biodiversity

\*\*Invited to make presentations

# Bio Bullies

## An Invasive Species Curriculum Supplement For Pennsylvania Schools

*BioBullies: An Invasive Species Curricula Supplement for Pennsylvania Schools* is an activity-based supplement that focuses on connecting kids to their local environment, teaching them the complexity and importance of our native Pennsylvania ecosystems, and explaining the dangers that invasive species present to our biodiversity and landscapes. The materials also encourage students to think critically, make connections, and use problem solving skills. Developed upon state academic standards, this comprehensive supplement contains curricula, educational materials and resources that cover environment, ecology and other subjects in innovative and interactive ways. Also, just as invasive species are bullies to our native species, this supplement introduces anti-bullying analogies and resources that can be incorporated into lesson plans or class discussion.

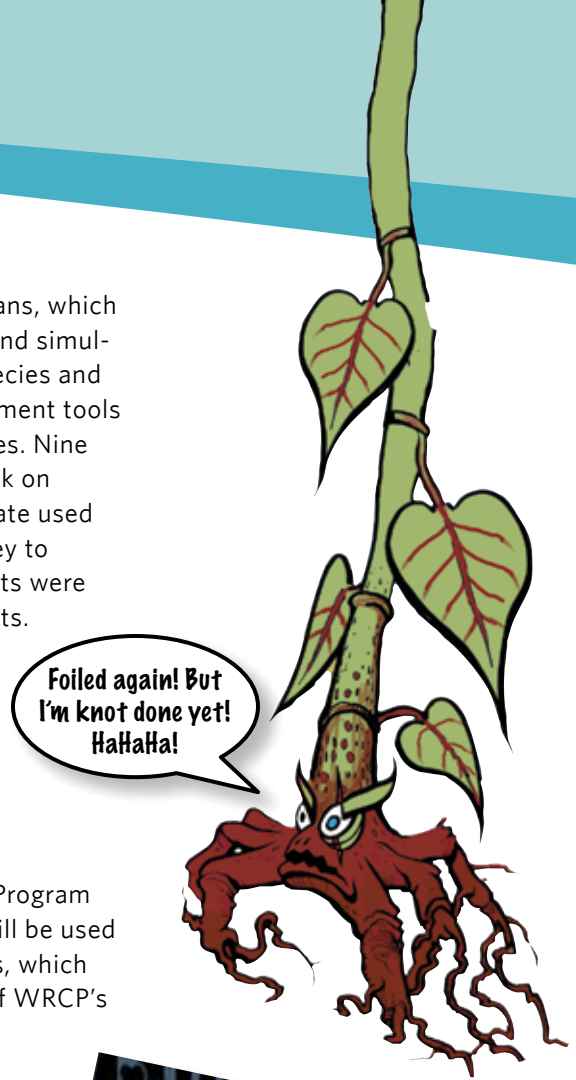
In the fall of 2009, a *BioBullies* advisory group identified five invasive species of focus: Rock Snot (*Didymosphenia geminata*), Emerald Ash Borer (*Agrilus planipennis*), Japanese Knotweed (*Fallopia japonica*), West Nile Virus (*Flavivirus*), and Zebra Mussel (*Dreissena polymorpha*). Interpretive Insights of Houston, TX, worked with Natural Biodiversity to produce masterfully illustrated stories that feature these five invasive species as comic-book characters, bringing them to life in bright, bold scenes.



Curriculum development resulted in five indoor and five outdoor lesson plans, which will assist teachers in meeting academic standards in a variety of subjects – and simultaneously provide information, resources and activities related to invasive species and environmental issues in Pennsylvania. Lesson plans include quizzes as assessment tools for educators, and many of the lessons include worksheets and other resources. Nine reviewers from both the education and environmental fields provided feedback on lesson plan content and activities. Six field testers from schools across the state used selected *BioBullies* lesson plans with their students and participated in a survey to provide the development team with input regarding the material. Survey results were overwhelmingly positive but also provided constructive ideas for improvements.

The final *BioBullies* product contains the following components: An introduction, five indoor lesson plans, five outdoor lesson plans, five invasive species comic book-style stories, five invasive species flash cards, resources, a glossary of terms, and an academic standards matrix. Natural Biodiversity and Interpretive Insights are enthusiastic about the final product.

Funding for *BioBullies* came from PA DCNR's Wild Resource Conservation Program (WRCP) and USDA APHIS. Two newly awarded grants from DCNR's WRCP will be used to produce a website for environmental education supplements and resources, which will include *BioBullies*, a biodiversity-focused supplement, and an expansion of WRCP's *Cosmo's World* environmental education video series.



# Outdoor Heritage Month

Outdoor Heritage Month, April 2010, focused on service learning, as the theme “Learn and Serve Outdoors” highlights. For the first time, organizers gave Outdoor Heritage Month a broader context than just the month’s celebrations and events. Instead of existing as a self-contained event, Outdoor Heritage Month 2010 served as a kick-off for a year-long commitment to local environmental endeavors. The timing was right to expand efforts beyond April because the United Nations Environment Programme (UNEP) World Environment Day (WED) for North America was based in Pittsburgh and held on June 5. Outdoor Heritage Month became a WED partner, and some of our events became part of the WED calendar of events. Fitting with Natural Biodiversity’s mission, the international theme for WED was “Many Species. One Planet. One Future.” – and 2010 was declared by UNEP to be the International Year of Biodiversity.

During the month of April, more than 20 activities were listed on the Outdoor Heritage Month events calendar, including the two events organized by Natural Biodiversity, mentioned below. In addition, environmental events beyond April were listed on [www.ohmonth.com](http://www.ohmonth.com).

## Outdoor Heritage Month events organized by Natural Biodiversity included:

- The Opening Ceremony, which gathered more than 20 people to the Johnstown Heritage Discovery Center to open the month’s activities on April 2. State Senator John Wozniak presented the annual Pennsylvania House of Representatives Resolution declaring April to be Outdoor Heritage Month in Pennsylvania’s Alleghenies. Other agenda items included presentations of the Outdoor Heritage Outstanding Partner Award to the Johnstown Area Heritage Association for its extraordinary environmental education efforts, and the PA Fish and Boat Commission’s Conservation Award to the Shade Creek Watershed Association for its superb environmental restoration efforts. The Kiski-Conemaugh Stream Team assisted in organizing this event.
- A public showing of *Food, Inc.* on April 8 at the Johnstown Flood Museum. Robert Kenner’s documentary film is a social commentary about the food process in America and shocking truths about what we’re eating, where it comes from, and related environmental, health and social impacts. More than 40 people watched the movie then heard a panel discussion of agricultural experts, including:
  1. Scott Farabaugh of Blue Goose Farm CSA (Community Supported Agriculture), Nicktown.
  2. Chris Fullerton, Pennsylvania Association for Sustainable Agriculture.
  3. Joel Weaver, Grandma’s Produce, Windber.
  4. Carissa Itle Westrick, Vale Wood Farms, Loretto.

Facilitated by Natural Biodiversity Board President, Janie French, the discussion focused on the approach of the movie and local food issues then led to the conclusion that a local food network is needed in the area.



# Outdoor Adventures

Outdoor Adventures? Try gnawin' on a tree all day!



A record number of interactive exhibits and activities highlighted Outdoor Adventures 2010, which has been co-sponsored annually by Natural Biodiversity and the Kiski-Conemaugh Stream Team. From 2007-2010, Outdoor Adventures was an educational field trip for elementary school students, where participants experienced a variety of outdoor activities that ranged from fishing to geocaching, and from drumming to scaling a climbing wall. Held at Summer's Best Two Weeks, a summer camp on the shore of Quemahoning Lake near Boswell, the May 6-7 event served 1,133 local students. A total of 50 interactive exhibits and activities were provided by area nonprofit organizations and government agencies. More than 100 volunteers were on hand to teach students about the natural world, recreational opportunities, and ways to decrease negative environmental impacts. At the end of their day, students were given saplings of Silky Dogwood (*Cornus amomum*) or Eastern White Pine (*Pinus strobus*) to plant as living reminders of what they learned at Outdoor Adventures.

Sadly, Outdoor Adventures will not be offered in the future. Despite its quality and popularity, the event costs exceeded \$100,000 every year. Collectively, the two co-sponsors, Natural Biodiversity and the Kiski-Conemaugh Stream Team, have decided to dedicate all of their time and resources toward environmental education projects that will benefit area schools throughout the entire year, rather than just on one day. We thank all of those who have been involved over the years for making Outdoor Adventures such a success.



# Weed Control and Wildlife Habitat Project

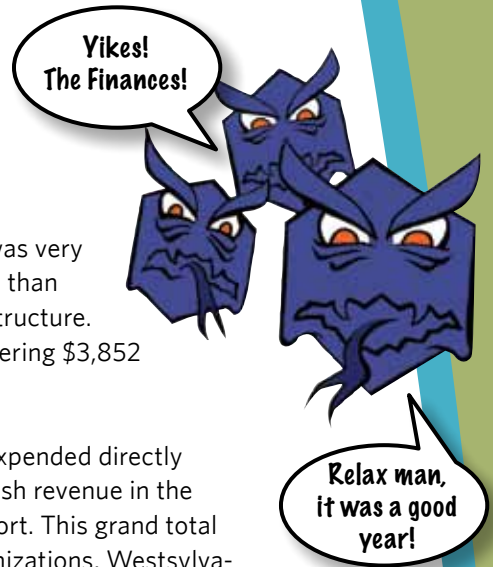
Natural Biodiversity completed another successful Weed Control and Wildlife Habitat Project – a landowner technical-assistance initiative that has been provided by Natural Biodiversity and partners for four years now. Natural Biodiversity's staff, which included AmeriCorps members and interns, assessed invasive plant and noxious weed problems atop 23 properties, totaling 867 acres. The team subsequently provided each participating landowner with a detailed invasive-plant management plan for his or her property.

In addition to the assessments and plans, Natural Biodiversity and partners hosted a June 26 workshop, titled "Creating Wildlife Habitat at Home," at a farm in Chest Springs, northern Cambria County. Twenty people attended the workshop, learned how to identify and deal with invasive plants, and received instruction on how to create wildlife habitats and stream buffers. Dr. Thomas Dick of the Allegheny Plateau Audubon Society and Dr. Eric Burkhart of Shaver's Creek Environmental Center provided informative presentations to the landowners, and there was an afternoon field session.

During 2010, the Weed Control and Wildlife Habitat Project was supported by Natural Resources Conservation Services and the PA Agricultural Ombudsman Program. The project managers were Southern Alleghenies RC&D Council, Natural Biodiversity, Conservation Land Management, and the PA Agricultural Ombudsman Program.



# Financials



From a financial perspective, Natural Biodiversity's first year as an organization was very successful. The organization has diversified its funding support base, securing more than \$450,000 for 2010-2012 operating years, and has instituted a sound membership structure. In addition, Natural Biodiversity held its first annual member and donor appeal, garnering \$3,852 in membership fees and donations during the last quarter of 2010.

The revenue and expenditures charts below only show cash funds given to and expended directly through the new nonprofit organization from April to December. Though the total cash revenue in the chart equals \$128,927, Natural Biodiversity actually received \$205,367 in cash support. This grand total includes grants that were still being administered throughout 2010 by sponsor organizations, Westsylvania Heritage Corporation and Southern Alleghenies Conservancy, and donations received through Natural Biodiversity's donor advised fund at the Community Foundation for the Alleghenies.

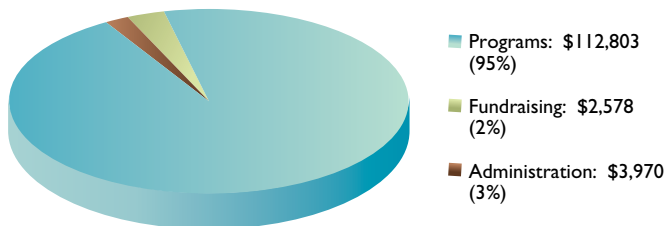
In addition, Natural Biodiversity received \$103,919 in donated services and goods throughout the year. Therefore, the total value of cash revenue and in-kind services provided equals \$309,286.

One of Natural Biodiversity's primary financial goals has been support diversification, which started to take hold in 2010. Though the revenue chart below shows that 56% of Natural Biodiversity's cash revenue was derived from federal sources, the percentage of federal funding only equaled 38% with all cash revenues and in-kind services included. The organization increased nearly all non-federal revenue sources, including private donations, consulting services, state funding, and in-kind services.

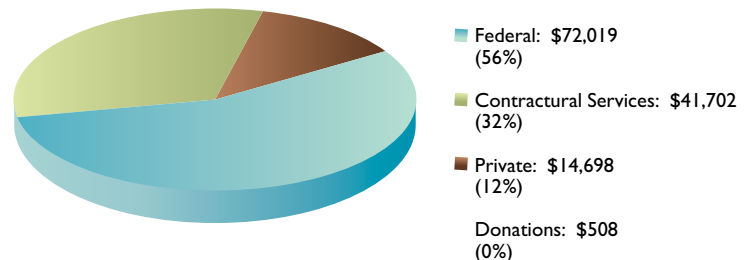
Board and staff leadership currently are developing strict financial procedures and a capabilities statement, which will enhance Natural Biodiversity's consulting services opportunities. Through leadership from the new Board of Directors and full-time staff, Natural Biodiversity has set the stage for a successful financial future, which can be achieved with time, strategic planning, and fortitude.

Natural Biodiversity would like to thank all who played a role in enhancing the organization's financial stability in 2010.

**2010 Expenditures by Category.**  
Total = \$119,351.



**2010 Revenue by Type.**  
Total = \$128,927.



# Future

Two thousand eleven promises to be another productive year for Natural Biodiversity with new projects, programs and initiatives on the horizon. The most exciting and paramount endeavor will be the development of our organization's strategic plan, which will hone our focus and determine the most effective ways to fulfill our mission.



## 1st Annual Allegheny Mountains Green Fest

We will launch the inaugural Allegheny Mountains Green Fest on May 13-14, 2011. With a theme of "Green Your Routine!" Green Fest will focus on sustainable living practices and incorporate the Native Plant Fest, which was first offered in 2010 as a standalone event. The University of Pittsburgh at Johnstown's Living Learning Center will provide a state-of-the-art venue, offering both indoor and outdoor space, and we're excited to announce that the keynote speaker will be Mike McGrath, host of National Public Radio's "You Bet Your Garden" and fellow Pennsylvanian. An all-day event on May 14 will feature several workshops and speakers, as well as an Eco Expo for green organizations, businesses and agencies. Kids' Patch rooms and outdoor space will provide venues for fun, educational activities for children. A kick-off social event on Friday will be hosted by the newly formed Laurel Highlands Green Drinks group, led by Natural Biodiversity. It's sure to be a fun weekend!

## Beyond the Schoolhouse

Design and construction of an outdoor classroom will occur in 2011 on the property of the Bellwood-Antis Middle/High School through a partnership with Bellwood-Antis School District. Natural Biodiversity will lead a design charrette with school officials and students to explore design ideas, then the initial features of the outdoor classroom and related curricula will be developed by June. The project will be intensively documented through photos, video and written material to provide a paradigm for schools interested in creating their own outdoor classroom.

## New Projects for 2011

Several other new projects will begin in 2011:

1. *Biodiversity Education ... The Creative Way: An Educational Supplement for Pennsylvania Schools*, material for grades four through eight, will be developed with a grant of \$62,322 received from PA DCNR's Wild Resource Conservation Program (WRCP).
2. *A Follow Up to Cosmo's World . . . Expanding Creative Environmental Education Efforts in PA* will be developed in conjunction with eMediaWorks, the producer of WRCP's *Cosmo's World*, through a grant of \$125,100 awarded by DCNR WRCP. The project will produce a four-part educational media series incorporating Pennsylvania environmental concepts, threats and solutions.
3. A Marcellus Shale Landscape Biodiversity Project will be developed with a grant award of \$16,000, secured from the Foundation for Pennsylvania Watersheds, to work with a private landowner and demonstrate exemplary landscape management practices at a Marcellus development site. This project will focus on preventing the inflow and transport of invasive species and involve native plant restoration.
4. The Weed Control and Wildlife Habitat Project will continue through a \$21,000 contract with the Southern Alleghenies Conservancy and RC&D Council. Three hands-on workshops will be provided, teaching land managers how to be effective stewards of biodiversity within our landscapes.

# Supporters

Arcadia Theater  
Mr. Jeff Brubaker and Ms. Sherri Eckenrode  
Mr. and Mrs. Randy W. Buchanan  
Cambria County Solid Waste Authority  
Cambria Somerset Authority  
Mr. and Mrs. Carl L. Campbell  
Carriage House Floral  
City Cycle  
Mr. and Mrs. Brad Clemenson  
Conemaugh Township EMS  
Conemaugh Township Elementary PTA  
Conemaugh Valley PTO  
Crown American Hotels Employees  
Denny's  
Doloris and Rob  
Dominion Foundation  
Dunlo Rod and Gun Club & The Kenny Steward Memorial Nursery  
EADS Group  
Eat n' Park  
Edge of the Woods Native Plant Nursery LLC  
Em's Sub Shop  
Ernst Conservation Seeds Inc.  
Ms. Donna Fitzpatrick  
Ms. Marcia Fontenot  
Foundation for Pennsylvania Watersheds  
Fox's Pizza, Davidsville  
Ms. Janie French  
Galliker Dairy Company  
Giant Eagle  
Glades Pike Winery  
Greater Johnstown Watershed Association  
Grounds For Nature  
Mr. Dave Hurst  
Mr. and Mrs. Carl W. Ickes  
Italian Oven  
Jean Bonnet Tavern  
Jenner Rod & Gun Club  
Ms. Sally S. Johnson  
Johnstown Area Heritage Association  
Johnstown East Hills Kiwanis Club  
Johnstown Johns  
Johnstown Sportsmen's Association  
Johnstown Symphony Orchestra  
Juniata Clean Water Partnership  
Ms. Meghan Kerr  
Mrs. Susan Konvolinka  
Ms. Lee Kring  
Mr. and Mrs. Mark W. Lazzari  
Mr. Andrew L. Mack  
Mr. and Mrs. Edward Makuchan  
Mr. Robert McBride  
Menohar Home Aid Association Building Fund  
Mid-Atlantic Native Plant Nursery  
Mr. Adam Miller  
Ms. Carrie Moore  
Mr. Robert Morneau  
National Fish and Wildlife Foundation  
New Moon Nursery, LLC  
North Creek Nurseries, Inc.  
Northwest Savings Bank  
Octoraro Native Plant Nursery  
PA Agricultural Ombudsman Program  
PA DCNR Wild Resource Conservation Program  
PA DEP Environmental Education Program  
PA Fish and Boat Commission  
PA Game Commission  
PA Mountain Service Corps  
Papa John's Pizza  
Perkins  
Phipps Conservatory and Botanical Garden  
Mr. and Mrs. Matthew J. Reckner  
Redbud Native Plant Nursery, LLC  
REI  
Mr. John H. Rosenfeld  
Ms. Lydia C. Ross  
Saint Francis University  
Karen Sandorf  
Mr. and Mrs. David D. Sewak  
Shaver's Creek Environmental Center  
Snyder of Berlin  
Somerset Conservation District  
Somerset County Conservancy  
Somerset County Farm Bureau Association  
Somerset County Sheriff Department  
Somerset Trust Company  
Southern Alleghenies Conservancy and RC&D Council  
St. Anne Church  
Starbucks Coffee Company  
Straub Brewery  
Ms. Kristina Strosnider  
Stuver's Riverside Nursery  
Summer's Best Two Weeks  
Superior Nursery & Garden Center  
Ms. Carolyn Thompson  
Ms. Sue Thompson  
Trent Bakerville Lavansville Rod and Gun Club & The New Enterprise Nursery  
US Coast Guard Auxiliary-Division 5  
USDA Animal and Plant Health Inspection Service  
USDA Natural Resource Conservation Service  
Valenty's Bottled Water  
Valewood Farms  
Walmart  
Wells Creek Watershed Association  
Mr. R. Zac Wert  
Western Pennsylvania Conservancy  
Ms. Donna L. Wicks  
Mr. Andrew Wicks  
Windber Elementary PTO  
Windber Hotel  
Windber Sportsmen's Association  
Yellow Springs Farm LLC  
Zepka Inc. Harley-Davidson  
Anonymous (7)

# Volunteers

Larry Adams  
Gene Alwine  
Jacob Andrew  
Heather Atkins  
Bill Barbin  
Ben Barclay  
George Barner  
Jessie Barnes  
Chris Bell  
Lucinda Beltowski  
Jennifer Bennett  
Kent Biery  
George Bishop  
Linda Bloom  
Dan Brauning  
Don Brennan  
Dalton Bright  
Krista Brichter  
Bryan Brown  
Don Buchanan  
Randy Buchanan  
Ben Buchkovich  
Mike Burk  
Richard Burkert  
Eric Burkhart  
Roy Campbell  
Stacy Carroll  
Diane Cence  
Chelsea Chizmar  
Doris Clark  
Heather Clawson  
Don Claypoole  
Brad Clemenson  
Timothy Cole  
Stephanie Collis  
Dave Cook  
Katie Cordek  
Shannon Costa  
Roy Crichton  
Karen Danes  
R. John Dawes  
Jason Dean  
Joe Diamond  
Tom Dick  
Michael DiRinaldo  
Adia Dobbins  
Nancy Dombrosky  
Deb Donahue  
Mindi Dorian  
Christina Doty  
Harvey Doylo  
Ken Dranzik  
Tim Dull, II  
Derek Dunn  
Molly Dunn  
Kayla Eash  
Nancy Eckard  
Jim Eckenrode  
Dawn Elchin  
Charles Ellenberger  
Kristi Emerick  
Barbara Emery  
John Emery  
Jesse Erb  
Kacie Erb  
Scott Farabaugh  
Jack Farster  
Allison Felix

Cory Fessler  
Scott Fetterman  
Donna Fisher  
Nathan Fitzsimmons  
Scott Flanders  
Mike Forgione  
Fran Fregly  
Janie French  
Chris Fullerton  
Vanessa Funyak  
Beth Futrick  
Liz Gaffron  
Jessica Garlesky  
Beth Garner  
Kaitlyn Garrety  
Scott Garrety  
Keith Garrison  
Tara Gearhart  
Marrissa Ghantous  
Holly Gindlesperger  
Ben Goggin  
Andy Gonsman  
Fred Goodman  
Kristy Goughnour  
Hannah Gowaty  
Matt Gowaty  
Megan Griffin  
Sara Grise  
Elise Hagenberger  
Rich Hanlon  
Kim Hanna Hall  
Melissa Harding  
Jim Harrington  
Patrick Hartnett  
Connie Hearn  
Marijke Hecht  
Katie Hensal  
Julia Herbst  
Amanda Herter  
Corey Hetrick  
Jay Hoar  
Bob Hook  
Melissa Hogue  
Greg Hostetter  
Marc Houck  
Jessica Houghton  
Katie Huber  
Richard Huber  
Rich Huether  
Kelly Hughes  
Melinda Hughes-Wert  
Rebecca Hugus  
George Hurd  
Dave Hurst  
Larry Hutchinson  
Becky Ickes  
Carissa Itle Westrick  
Robert Jackways  
Fred Jacobs  
Amanda Jellison  
Jared Jeske  
Gwen Johnson  
Matt Johnson  
Paul Johnson  
Laurie Jones  
Jeff Jordan  
Renaek Kakabar  
Taryn Kapcsos

Dave Kemp  
Cody Kerr  
Eileen Kerr  
Meghan Kerr  
Tara Kimmel  
Jon Kindya  
Charles Kirkland  
Mark Kitta  
David Kline  
Donald Kline  
Deb Knapp  
Rose Kolesar  
John Kolesar  
Thurman Kornis  
Joel Kosmac  
Megan Kostan  
Stan Kotala  
Lee Kring  
Loren Krupa  
Sarah Krupa  
Lauren Laslo  
Jill Latuch  
Tom Lech  
Mike Leeper  
Paul Lehman  
Alicia Lenise  
Jennifer Lentz Kovacs  
Angela Lepter  
Len Lichvar  
Susan Llewellyn  
Cody Lohr  
Michelle Long  
Tim Love  
Jack Lynn  
Maggie Madison  
Nathan Madison  
Gina Makris  
Karlice Makuchan  
Mike Makufka  
Dave Mankamyer  
Patrick Marshall  
Tim Martin  
Mark Maser  
Kayla Maticic  
Regina Maust  
Bob McBride  
Michele McDonald  
Rosemary McGlynn  
Stan McKee  
Dennis McNair  
Pam McQuistian  
Nancy Merrill  
Mike Messina  
Jake Meyers  
Adam Miller  
Bill Miller  
Bryan Miller  
Chris Miller  
Dan Miller  
Deb Miller  
Jerry Miller  
Michelle Miller  
Nicole Miller  
Jessie Minur  
Mary Mock  
Dale Moon  
Debra Moon  
Kevin Morgan

Robert Morneau  
Todd Murphy  
Tom Murray  
Brad Myers  
Dorothy Naugle  
Lara Nagle  
Anna Nolta  
Emma Noonan  
Eric Null  
Rachel Nyce  
Coanne O'Hern  
Megan O'Malley  
Peggy Ogle  
Carol Overly  
Laura Parker  
Andy Patterson  
Kim Peck  
Brian Penatzer  
Josh Penatzer  
Kourtney Penatzer  
Kathy Penrod  
Kyle Petak  
Ashley Phillips  
Robert Plunkard  
Dave Polcha  
Steve Popchak  
Katrina Pope  
Gary Popiokowski  
Hannah Portser  
Marlene Powell  
Cheyenne Probst  
Jessica Pulliam  
Julie Queen  
Michelle Raneri  
Matt Reckner  
Melissa Reckner  
Daryl Reed  
Tyler Reese  
Spring Reilly  
Judy Rhoads  
Barnadette Rhodes  
Kari Ricotta  
Deb Riggie  
Bob Ritchey  
Joe Roman  
Ruth Roperti  
Megan Ross  
Kathy Ross  
Brian Rossi  
Bill Rouser  
Zach Rummel  
Austin Russell  
Larry Say  
Anthony Scaletta  
Dave Scamardella  
Emily Schantz  
Ben Shulz  
Linda Scullion  
Celina Seftas  
Mike Seibert  
Dave Sewak  
Kristin Sewak  
Amy Shaulis  
Georgia Sheftic  
Ed Shields  
Derek Shifflet  
Chris Shook  
Mandy Short

Kim Showalter  
Ellen Singleton  
Phillip Sleber  
Jeanne Smith  
Jim Smith  
Joan Smith  
Mandy Smith  
Jim Snyder  
Darren Spory  
Jessica Sprajcar  
Louise Sprowls  
Jo Stafford  
Nicole Stahl  
Jordan Stahr  
Teddi Stark  
Dave Steele  
Joe Stefko  
Jim Steward  
Matthew Stinson  
Guy Stottlemeyer  
Eva Strang  
Diana Sturrock  
Stephanie Summits  
Leslie Sunseri  
Katie Szapka  
Dave Thomas  
Janie Thomas  
Carrie Todd  
Matt Truesdale  
Dylan Valentine  
Brendan Valko  
Patricia Vathis  
Tia Veltre  
Steve Volgstadt  
Marty Vrabell  
Mike Vranich  
Earl Waddell  
Sarah Walko  
Ashley Walter  
Cindy Way  
Dan Weaver  
Duane Weaver  
Joel Weaver  
Paul Weiss  
Andy Weitzel  
R. Zac Wert  
Gary Wetterberg  
Page Wetterberg  
Jacob Whipkey  
Terry White  
Andrew Wicks  
Jena Wilson  
Darlene Wilusz  
Stephanie Wilusz  
Melissa Wojtaszek  
Mac Wolfe  
Olivia Woods  
Senator John Wozniak  
C. Warren Wright  
Quintin Wyandt  
Tom Yocum  
Karissa Yoder  
Dave Young  
Gregory Zaboroski  
Herman Zilch  
Bobbi Zimmerman  
Dorothy Zimmerman

# Founding Members

Diane Abell  
Bill Aiken  
William & Karen Barbin  
Randy Buchanan  
Mike & Kathy Burk  
Brad, Leslie, & Hannah Clemenson  
Adia Dobbins  
Kenneth Dranzik  
Allison Felix  
Clark Fisher  
Bill & Donna Fitzpatrick  
Francis Fregly  
Janie French  
Joyce & Barry Gallagher  
Jared Gorentz  
    On behalf of the Reschini Group  
Laura Hawkins  
Dave Hurst  
Larry Hutchinson  
Mike & Laura Jackson  
Carol Johnson  
Susan Konvolinka  
Lee Kring & Jerome Petro  
Ruth Kucera  
Mike Kuzmin  
Joan Lantz  
    In memory of Milton Lantz  
Mary & Jeff Lavine  
Daimon Lawrence  
Mark & Sue Lee  
Christopher & Claire Lute  
Andy Mack

Paula Majhan  
Karlice & Ed Makuchan  
Rob McCombie  
Liz McDowell  
Dennis & Karen McNair  
Rob Morneau  
Nature's Way Market  
Annette Paluh  
Bill & Gayle Ragley  
    In honor of Aedan, Cassidy & Sage Sewak  
Ruth Roperti  
Lydia Ross  
Kristin & Dave Sewak  
Violet Sewak  
    In memory of Dr. Michael E Sewak, MD  
Monica Shedlock  
Ellen Singleton  
Kristina & Bill Strosnider  
Sue Thompson  
Joy Thwing  
    In memory of Adeleen Schrock  
William Thwing  
Corey & Carrie Todd  
Donald Truesdale  
Von's United Beverage  
Melinda & Jim Wert  
Zac Wert

**Wow!  
What a group!**



**Yeah, they're  
good people!**

## Honors and Distinctions Received

Pennsylvania Environmental Council's 40 under 40 Award: Kristin Sewak, Executive Director, Natural Biodiversity, a distinction given to Pennsylvania's 40 top environmental leaders who are under the age of 40.

Pennsylvania Association of Environmental Educators' 2010 Outstanding Environmental Education Program Award: to Natural Biodiversity and the Kiski-Conemaugh Stream Team for Outdoor Adventures.

Outdoor Heritage Month, April 2010, was declared by the PA House of Representatives through House Resolution No. 684 and through official proclamations by Governor Edward Rendell, the Cambria County Commissioners, and the Somerset County Commissioners.

## Honors and Distinctions Given

Natural Biodiversity's Biodiversity Photo Contest: 1st Place to Erin Graf, Meyersdale, PA, for Stuck, which depicted a wasp stuck on a window.

Natural Biodiversity and Kiski-Conemaugh Stream Team gave an Outdoor Heritage Outstanding Partner award to the Johnstown Area Heritage Association for its extraordinary education efforts on environmental topics.



NATURAL  
BIODIVERSITY

538 Park Avenue  
Johnstown, PA 15902  
(814) 534-0204

[nbd\\_staff@naturalbiodiversity.org](mailto:nbd_staff@naturalbiodiversity.org)

[naturalbiodiversity.org](http://naturalbiodiversity.org)

