Chesapeake Bay Program and Businesses for the Bay
WEBINAR SERIES: FIVE THEMES
11 July 2018 –
Businesses for the BAY
Create staying power in employees who value a sense of place in the community.

Tap into a ready-made network of businesses that span disciplines, sharing best practices and making connections. Businesses can make their voices heard.
The perfect way to help a business connect with others and positively impact your community

Connect to local community

Engage employees who live, work, and play in the Chesapeake Bay watershed

Enhance your environmental goals

Businesses for the Bay
Encourage businesses within the Chesapeake Bay watershed to take voluntary and measurable actions to support protection and restoration of the Chesapeake Bay and help the public understand the valuable role of the business community in sustaining the health of the Chesapeake Bay and its watershed.
The Chesapeake Bay Watershed

- The largest estuary in the United States
- Stretches over 64,000 square miles
- 11,684 miles of shoreline
- 150 major rivers and streams
- More than 100,000 streams, creeks, and rivers
- Supports a population of over 18 million people
- Land-to-water ratio: 14:1
Businesses for the Bay (B4B)

- Are part of a network of business leaders
- Connect with local NGOs, governments & watershed groups
- Build recognition
- Enhance business social responsibility
- Harness the power of employee engagement
- Link sustainability and Chesapeake Bay goals
- Take voluntary and measurable actions

Be a Member  Be a Sponsor  Be a Partner
5 THEMES

Clean Water

Abundant Life (Fisheries and Habitats)

Conserved Lands

Climate Change Resiliency

Engaged Communities
The measurable actions of the five B4B themes correspond to the five themes of the Chesapeake Bay Watershed Agreement. The Watershed Agreement drives the Chesapeake Bay Program.
The Bay Program, watershed businesses, organizations, communities and individuals drive the action to improve the environment and the economy through the actions taken in these five themes.
WATERSHED AGREEMENT GOAL: CLIMATE RESILIENCY

Increase the resiliency of the Chesapeake Bay watershed, including its living resources, habitats, public infrastructure and communities, to withstand adverse impacts from changing environmental and climate conditions.
Assess your flood threat

- Review your building’s structures and flood measures
- Assess your property’s flooding potential
For businesses, flooding is not a singular event.
“It used to be you could depend on good, long rains soaking in.

Anymore, it seems like the storms we get are fast, furious, violent.”

- Michael McMahon, dairy farmer, NY
Create resilient habitat

- Plant resilient native plants
- Plant riparian vegetation
- Consider habitat interactions
Octoraro Native Plant Nurseries
Kirkwood, Pennsylvania

- Plant native shade trees next to their streams
- Grow and sell shade trees
- Created wetlands on site
- Drip irrigation
- Plastic reduction: containers are reused
- Strategic fertilization
Restore – or adapt?

- Restore open lands
- Review status of lands for habitat
- Enlist a habitat professional for the assessment
- Plan for the future
Shade trees make water bodies more resilient.
Lauren’s Garden Service & Native Plant Nursery
Glenwood, Maryland

- Embrace permaculture practices
- Maintain a 150 sq ft native pollinator garden adjacent to nursery
- Maintain 10 acre preservation parcel
- Maintain stream buffer of native shade trees
- Remove invasive species
Reduce your waste

• Offer composting in the workplace
  • Food
  • Landscaping/gardening trimmings
• Have an effective recycling program
All around, people looking half-dead walking on the sidewalk hotter than a match head!

But at night it’s....

Pretty much the same.

- The Lovin’ Spoonful, “Summer in the City,” 1966 and 2018
Reduce energy usage

- Green roofs
- Use LED or compact fluorescent lights
- Unplug appliances
- Use a programmable thermostat
- Seek out renewable energy
- Do an energy audit
- Clean your air conditioner filters
• Energy audits for clients
• Temperature control thermostat and energy reduction
• Recommends native plants to clients for ease and aesthetic
• Uses renewable dishware
• Trees for the Future member

Kristi Neidhart (KN) Realty
Annapolis, Maryland
Development: start at the beginning

- Consider area impact with development
- Plan new properties with energy efficiency
- Plan with green roofs and natives
- Plan for infiltration and stormwater measures
OTHER GREEN INITIATIVES

- Reducing energy use
- Alternative energy sources
- Reducing environmental impact of travel
- Reducing water consumption
- Get involved with conservation organizations in your community
- Educate others
Join our free 2018 webinar series to learn how your business can help restore the Chesapeake Bay.

**Clean Water**
- March 28

**Abundant Life**
- May 16

**Climate Change**
- July 11

**Engaged Communities**
- September 25

**Conserved Lands**
- November 6

Meant for a beginner to intermediate audience.
Chesapeake Bay Program contact information

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