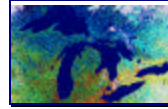


## About the...



### Great Lakes Trading Network

The Great Lakes Trading Network (GLTN) was established in May of 1998. The GLTN is a clearinghouse for policy and program issues related to successful development and implementation of water quality trading programs. The GLTN includes representatives from the United States Environmental Protection Agency, ten states, a national environmental organization and most of the existing and emerging programs across the country. The GLTN has identified and compared the goals, drivers, barriers, designs and lessons learned from these trading programs to evaluate trading policies, strategies, institutional frameworks and necessary design elements. The GLTN is solely funded by a grant from the Great Lakes Protection Fund.



#### Conference Co-Sponsors

*The World Resources Institute  
The National Wildlife Federation  
The United States Environmental  
Protection Agency  
The General Motors Corporation  
The Association of State and Interstate  
Water Pollution Control Administrators*

*Conference Location  
Holiday Inn O'Hare International  
Chicago, Illinois*

## About the Speakers ...

**G. Tracy Mehan** is Director of the Office of the Great Lakes and Michigan's representative on the International Joint Commission and the Great Lakes Protection Fund.

**Richard Sandor** is a designer of revolutionary mechanisms for market-based environmental programs and CEO of Environmental Financial Products specializing in new environmental and commodity markets.

**Diane Regas** is Deputy Assistant Administrator for the Office of Water that administers the national water quality program.

**Roberta Savage** is ASIWPCA's liaison with Congress, the National Governor's Association and environmental and industrial organizations to assure that states' interests are considered in national policy making.

**David J. Batchelor** is the Chair of the GLTN and the architect of Michigan's Air Emission and Water Quality Trading programs.

**Kari Dolan** is a Water Resources Manager for the National Wildlife Federation and manages the Federation's TMDL and Watershed Projects.

**Charles Kruse**, is the President of the Missouri Farm Bureau and member of the American Farm Bureau Board. He also served on the President's Council on Rural America.

**Cy Jones** is with the Washington Suburban Sanitary Commission. He chairs the Nutrient Committee for the Maryland Association of Municipal WW Agencies and the Water Environment Research Foundation Trading Sub-Committee.

**Ronda Sandquist, Esq.** is a partner in McKenna & Cuneo's Denver office. She practices environmental law, specializing in water quality regulations and compliance. Formerly she was a Special Assistant Attorney General for Montana's DNR.

**Robert Moore** is working to design a nitrogen trading program for Long Island Sound. He is a former Deputy Commissioner with the Connecticut DEP and initiated air emission trading and the LIS program.

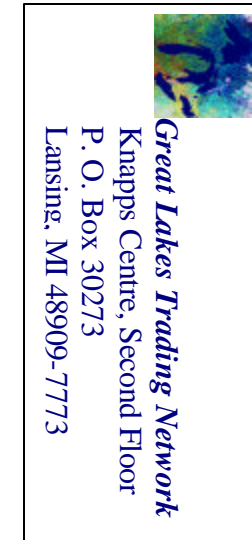
**Paul Faeth** is the Economic Program Director of the World Resources Institute, a non-profit organization that conducts policy research on sustainable development and nutrient trading.

**Paul Kramer**, is a Vice President of Rahr Malting Company responsible for malt operations and environmental programs.

**Mark S. Kieser** is Principal of Kieser & Associates. He is Co-principal investigator of the Kalamazoo Project and serves on the state water quality trading workgroup.

**Bruce Johnson** is Executive Director of Fox Wolf Basin 2000, an organization dedicated to public policy and private action to maintain high quality waters. He founded the Northeast Wisconsin Land Trust and serves several regional organizations.

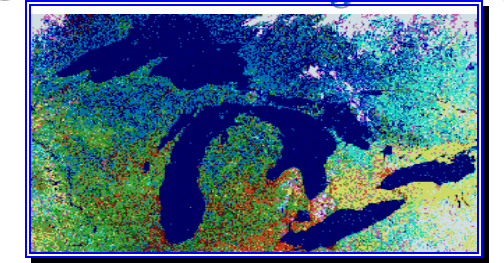
**David Mabe** is responsible for the administration of water quality programs for the state of Idaho. Formerly he was a lobbyist for the Inter-Mountain Forest Association and with the Idaho Farm Bureau.



**May 18 & 19, 2000  
Chicago, Illinois**



*The  
Great Lakes Trading Network*



*Presents*

**Markets  
for the  
New Millennium -  
How Can Water Quality  
Trading Work For You?**

**Conference and Workshop**  
At the  
**Holiday Inn O'Hare International**

The Great Lakes Trading Network proudly presents ...

**Markets for the New Millennium - How Can Water Quality Trading Work for You?**

Water quality trading is a market-based watershed approach to improving water quality. Trading has been shown to provide environmental and economic benefits greater than those achieved by existing regulations. A number of successful projects and programs have demonstrated how trading can be applied to achieve the goals of the federal Clean Water Act and implement state water pollution control programs. Clear legal authority, environmental drivers and well-designed programs are necessary for trading to occur. How can trading be used to achieve reductions under a TMDL? Can trading be used to improve water quality pending the development of a TMDL? Can trading be applied to control urban stormwater runoff? What is necessary for states to develop and implement programs that are designed to meet local water quality standards? What is necessary for trading to occur in an environmentally sound manner? How does one go about the process of developing a trading program? These and other questions will be addressed at the conference.

**Thursday, May 18, 2000**

7:15 am Registration, continental breakfast and exhibits.  
8:00 am **Welcome**  
**G. Tracy Mehan**, Director of the Office of the Great Lakes, MDEQ.  
8:15 am **Keynote Address**  
**Richard Sandor**, Chairman/CEO Environmental Financial Products.  
8:45 am **Opportunities for trading under the Clean Water Act**  
**Diane Regas**, Deputy Assistant Administrator, Office of Water, USEPA (Invited)  
9:15 am **States' perspectives on trading to achieve reductions required by the Clean Water Act**  
**Roberta Savage**, Executive Director, Association of State and Interstate Water Pollution Control Administrators  
9:45 am **Michigan's Water Quality Trading Program**  
**David J. Batchelor**, Market-Based Program Specialist, MDEQ  
10:30 am Break  
10:45 am **"A New Tool for Water Quality - Making Watershed-Based Trading Work for You."**  
**Kari Dolan**, Water Quality Manager, National Wildlife Federation.  
11:30 am Speaker Panel Discussion  
Noon Lunch  
1:00 pm **An Agricultural Perspective - What works and what doesn't**  
**Charles Kruse**, President, Missouri Farm Bureau  
1:30 pm **Nutrient Trading in Chesapeake Bay**  
**Cy Jones**, Washington Suburban Sanitary Commission  
2:15 pm **The Cherry Creek Trading Program**  
**Ronda Sandquist, Esq.**, McKenna & Cuneo LLP  
3:00 pm Break  
3:15 pm **The Long Island Sound Project**  
**Robert Moore**, Malcolm Pirnie, Inc.  
4:00 pm Project Panel Discussion  
4:30 pm Exhibits  
5:00 pm Cash bar followed by dinner at 6:45 pm.

**Nutrient Trading Between Point and Nonpoint Sources**

A number of states are conducting studies and implementing projects to determine how trading can be done to achieve reductions required under a total maximum daily load. Greater environmental benefits at substantially lower costs can be achieved by reducing nutrient loadings under a point/nonpoint trading program. Point and nonpoint source trading raises a number of policy issues. How can equity be established between sources? Should nonpoint sources be required to share the burden of reducing pollutant levels? Will point sources participate in trading if they are required to assume responsibility for nonpoint source reductions? Will nonpoint sources participate if they are required to be permitted? How can nonpoint source accountability be established without permits? How can trading be used to leverage agricultural subsidy programs? What techniques have been developed to quantify nonpoint source reductions? What lessons have been learned that are transferable to other situations? These issues are the focus of the second day of the conference.

**Friday, May 19, 2000**

7:30 am Continental breakfast and exhibits.  
8:00 am **"Trading as an Option: Market-Based Incentives and Water Quality"**  
**Paul Faeth**, Director, Economics Program, World Resources Institute  
9:00 am **An Industrial Perspective - The Rahr Malting Trade**  
**Paul Kramer**, Vice President of Operations, Rahr Malting Company.  
9:30 am **The Kalamazoo River Water Quality Trading Demonstration Project**  
**Mark Kieser**, Kieser & Associates  
10:15 am Break  
10:30 am **The Fox Wolf Basin 2000**  
**Bruce Johnson**, Executive Director, Fox Wolf Basin 2000  
11:15 am **TMDL Trading in the Lower Boise River**  
**David Mabe**, Water Director for the State of Idaho  
Noon Lunch  
1:00 pm Project Panel Discussion  
1:45 pm **GLTN Program Cross-cut Analysis:**  
**Process towards consensus - Ronda Sandquist**  
**Goals, Drivers & Barriers - David Batchelor**  
**Lessons Learned - Cy Jones**  
2:45 pm Break  
3:00 pm Concurrent Breakout Sessions  
**Next Steps - what needs to be done for trading to occur?**  
**Necessary Common Elements of a transferable trading framework.**  
**Conference Feedback** - open question/answer panel discussion and opportunity to provide feedback on the program.  
4:00 pm Plenary - Breakout Session Summaries and Wrap-up  
5:00 pm Adjourn

**Markets for the New Millennium  
Registration Form**

**May 18 - 19, 2000  
Holiday Inn, O'Hare International  
Room Reservations**

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E-mail: \_\_\_\_\_  
A block of 50 rooms is available at a group rate of \$104 single / \$114 double on May 17 and 100 rooms are available on May 18. April 25 is the deadline for registrations at the group rate. Corporate rates apply after that date. All rooms on a first come basis.  
*Cancellation within 24 hr is subject to a one night fee.*

**Registration Fee**

The registration fee is \$100.00 before April 25 and \$150.00 after. Payments must be by check or money order payable to: The Forum of Greater Kalamazoo. Please mail payment and registration form to: The Forum of Greater Kalamazoo, 217 Monroe Street, Kalamazoo, Michigan 49006-4434

**Call Holiday Inn at 847-671-6350 to reserve.**