

<b>Decisionmaker and Stakeholder Groups</b>
<b>Decision Maker: Tier 1 &amp; 2 Counties</b>
York County Planning Commission
York County Council
York County Municipal Administrators Association
York County Economic Alliance
Lancaster County Association of Township Supervisors (LCATS)
Lancaster County Borough's Association
<b>Decision Maker: Other Local Gov't</b>
Pennsylvania State Association of Township Supervisors
Pennsylvania Municipal Authorities Association
Pennsylvania State Association of Boroughs
Pennsylvania Municipal League
County Commissioners Association of Pennsylvania
Second Teir Counties Association
Capital Region Council of Governments
PA Chapter of American Planning Association
<b>Implementer: Ag</b>
Farm Bureau
Pennsylvania Association of Conservation Districts
County Conservation Districts
Pennsylvania Association for Sustainable Agriculture
Adams County Ag Breakfast Forum
PennAg
Center for Dairy Excellence
Ag Bankers Association
Lancaster Ag Council
PA Department of Agriculture
Penn State Cooperative Extension

**Decisionmaker and Stakeholder Groups**

Ag Choice
PA Association for Sustainable Agriculture
PA Farm Bureau
No-Till Alliance
Dairyman's Association
Beef Council
Pork Industry Council

**Implementer: Business**

Governor's Action Team
Pennsylvania Chamber of Business & Industry
York Economic Alliance
Local Chamber of Commerce
PA Chamber of Commerce
PA Economic Development Association
Northeastern Pennsylvania Alliance
PA Retailers

**Implementer: Developers**

Pennsylvania Builders Association
York County Builders Association
Lancaster Builders Association

**Implementer: Enviros**

Alliance for the Chesapeake Bay
Chesapeake Conservancy
PennFuture
Chesapeake Bay Foundation
Arbor Day Foundation Tree City USA Program
Trout Unlimited

**Decisionmaker and Stakeholder Groups**

South Mountain Partnership (Franklin and Adams Counties)
Susquehanna Riverlands Conservation Landscapes (York and Lancaster Counties)
Susquehanna Greenway Partnership
PA Land Trust
PA Environmental Council
PA Recreation and Park Society
PennEnvironment
Sierra Club
The Nature Conservancy
Stroud Water Research Center
American Rivers
Growing Greener Commission
Ducks Unlimited
Pheasants Forever
PA Landscape & Nursery Association
PA DEP
PA DNR
TreePennsylvania
Western PA Conservancy
PA Horticultural Society
PA Forestry Association
International Society of Arboriculture
Penndel Chapter
Conservation Voters of PA

**Implementer: Water/Wastewater/Stormwater**

Pennsylvania Rural Water Association
Lancaster County Clean Water Consortium
PA Association of Floodplain Managers
Pennsylvania Water Environment Association

**Decisionmaker and Stakeholder Groups**

Lehigh County Authority via LV Chamber

Wyoming Valley Sanitary Authority via their Regional MS4

PA Assoc. of Sewage Enforcement Officers (PASEO)

PA Society of Professional Engineers (PSPE)

Keystone Tap

PA American Water?

AWWA-PA

**Implementer: Banks and Financers**

PA Bankers Association

PA Credit Union Association

Pennsylvania Association of Community Bankers

Pennsylvania Department of Banking and Securities

The Next Generation Bankers Academy

**Implementer: Industry/Manufacturing**

The Manufacturers' Association of South Central Pennsylvania

The Manufacturers' Association of Central Pennsylvania

PA Manufacturers Association

Draft P3WIP Due												Final P3WIP Due		
2018												2019		
Explore	August	September	October	November	December	January	February	March	April	May	June	July	August	
Decision Maker: Tier 1 & 2 Counties	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast, Gettysburg/Adams Chamber of Commerce Annual Meeting, Lancaster County Association of Township Officials	Lancaster Chamber of Commerce "Wake Up to the Issues" Forum, York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	York Economic Alliance Breakfast	
Decision Maker: Other Local Gov't	CCAP Conference	PMAA Conference	PSAB Leadership Conference, Pennsylvania Association of Councils of Government	County Commissioners Association of Pennsylvania Fall Meeting: "Hot Topics"					PSATS conference		PSAB Conference		CCAP Conference	
Implementer: Ag	No Till Alliance, Progressive Dairy Managers of Pennsylvania, get ag workgroup to fill out this list Ag Progress Days	CDE Dairy Financial and Risk Management Conference		Pennsylvania Farm Bureau Annual Meeting Northeast Cover Crop Meeting	No-Till Alliance	Keystone Farm Show, PA Farm Show	Keystone Pork Expo & Poultry Progress Day, Sustainable Agriculture Conference, Farm Bureau Days, Mid Atlantic Fruit and Vegetable Show, Professional Dairy Managers	PennAg Annual Meeting	Agricultural Bankers Conference?				Ag Progress Days, Centre County Grange Fair	
Implementer: Businesses	webinar for all county chambers of commerce	Chamber Golf Outing, Lancaster	PA Retailers Members Meeting	PEDA Fall Conference, HBA Metro Harrisburg Annual Meeting										
Implementer: Developers	webinar for all local builder associations			Pennsylvania Builders Association Southcentral Meeting (York) & Harrisburg Regional Meeting										
Implementer: Enviro				Chesapeake Bay Funders Network Fall Retreat, Pennsylvania Forestry Association Annual Meeting, Susquehanna River Symposium	Chesapeake Watershed Forum			Riparian Buffer Summit, Keystone Coldwater Conference, Forest Landowners Conference		PA Land Trust Conference	Choose Clean Water Coalition, PA GIS Conference	Millersville Native Plants Conference		
Implementer: Water/Wastewater/Stormwater	Most counties have stormwater/sourcewater coalitions. Penny can provide sourcewater. PADEP can provide. Lancaster has a stormwater coalition coordinator.	Chesapeake Tri-Association Conf.		PWEA Conference				PA Rural Water Assoc. Conference	AWWA-PA Conference				Chesapeake Water Environment Association TriCon	
Implementer: Banks and Financers			Pennsylvania Association of Community Bankers Conference											
Implementer: Industry/Manufacturing			Northeast Pennsylvania Alliance Annual Dinner	Pennsylvania Economic Development Alliance Fall Conference										
Total Event Opportunities Identified	5	5	10	9	2	2	6	3	5	3	3	1	4	
	Need to find out which events the secretaries are planning to attend already												Total Event Opportunities Identified	
													58	

		2018						2019							
		August	September	October	November	December	January	February	March	April	May	June	July	August	
Decision Maker: Tier 1 & 2 Counties	Conferences they Host	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1), Gettysburg/Adams Chamber of Commerce Annual Meeting	Lancaster Chamber of Commerce "Wake Up to the Issues" Forum, York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	York Economic Alliance Breakfast (x1)	
	Conferences they Attend				Lancaster County Association of Township Officials										
	Magazine/Newsletter														
	Email Newsletter														
Decision Maker: Other Local Gov't	Conferences they Host			PSAB Leadership Conference, Pennsylvania Association of Councils of Government	County Commissioners Fall Meeting	Lancaster Wake Up to the Issues Forum									
	Conferences they Attend									PSATS conference		PSAB Conference		CCAP Conference	
	Magazine/Newsletter	CCAP News, PA Township News, PA APA "Vantage Point", PMAA "The Authority", PSAB "Borough News"	PA Township News, PSAB "Borough News"	PA Township News, PMAA "The Authority", PSAB "Borough News"	CCAP News, PA APA "Vantage Point", PSAB "Borough News"	PA Township News, PMAA "The Authority", PSAB "Borough News"	PA Township News, PSAB "Borough News"	CCAP News, PA APA "Vantage Point", PMAA "The Authority", PSAB "Borough News"	PA Township News, PSAB "Borough News"	PA Township News, PMAA "The Authority", PSAB "Borough News"	CCAP News, PA APA "Vantage Point", PSAB "Borough News"	PA Township News, PMAA "The Authority", PSAB "Borough News"	PA Township News, PSAB "Borough News"	CCAP News, PA APA "Vantage Point", PMAA "The Authority", PSAB "Borough News"	
	Email Newsletter	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	CCAP Legislative Bulletin (x2), CCAP Update (x2), PMAA Today	
Implementer: Ag	Conferences they Host		CDE Dairy Financial and Risk Management Conference		"Pennsylvania Farm Bureau Annual Meeting"	No-Till Alliance	Keystone Farm Show, Farm Bureau Days	Keystone Pork Expo & Poultry Progress Day, Sustainable Agriculture Conference, Professional Dairy Managers		PennAg Annual Meeting					
	Conferences they Attend	Ag Progress Days	Dairy Financial & Risk Management Conference		Northeast Cover Crop Meeting					Agricultural Bankers Conference?				Ag Progress Days, Centre County Grange Fair	
	Magazine/Newsletter	Fishwrapper (x2) Lancaster Farming (x4), PFB Country Focus, PFB Positively Pennsylvania, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Positively Pennsylvania, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Country Focus, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Positively Pennsylvania, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Country Focus, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Positively Pennsylvania, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Country Focus, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Positively Pennsylvania, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Country Focus, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Positively Pennsylvania, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Country Focus, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Positively Pennsylvania, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Country Focus, Farmshine (x4)	Fishwrapper (x2) Lancaster Farming (x4), PFB Positively Pennsylvania, Farmshine (x4)
	Email Newsletter														
Implementer: Businesses	Conferences they Host	Chamber Golf Outing, Lancaster	PA Retailers Members Meeting		Northeast Pennsylvania Alliance Annual Dinner										
	Conferences they Attend			PEDA Fall Conference	HBA Metro Harrisburg Annual Meeting	PBA Fall 2018 Board Meeting									
	Magazine/Newsletter	Central Penn Business Journal (x4)	Central Penn Business Journal (x4)	Central Penn Business Journal (x4), PA Chamber "Catalyst"	Central Penn Business Journal (x4)	Central Penn Business Journal (x4)	Central Penn Business Journal (x4), PA Chamber "Catalyst"	Central Penn Business Journal (x4)	Central Penn Business Journal (x4)	Central Penn Business Journal (x4), PA Chamber "Catalyst"	Central Penn Business Journal (x4)	Central Penn Business Journal (x4)	Central Penn Business Journal (x4), PA Chamber "Catalyst"	Central Penn Business Journal (x4)	
	Email Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	NEPA Newsletter	
Implementer: Developers	Conferences they Host				Pennsylvania Builders Association Southcentral Meeting (York) & Harrisburg Regional Meeting										
	Conferences they Attend														
	Magazine/Newsletter	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	PBA Trade Secrets Magazine (x1)	
	Email Newsletter														
Implementer: Enviros	Conferences they Host			Chesapeake Bay Funders Network Fall Retreat, Pennsylvania Forestry Association Annual Meeting, Susquehanna River Symposium	Chesapeake Watershed Forum			Riparian Buffer Summit, Keystone Coldwater Conference		PA Land Trust Conference	Choose Clean Water Coalition				
	Conferences they Attend			Susquehanna River Symposium			Forest Landowners Conference				PA GIS Conference	Millersville Native Plants Conference			
	Magazine/Newsletter	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	Potomac Basin Reporter, Bay Journal, Susquehanna Greenway eConnections	
	Email Newsletter	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	PA Environment Digest (x4), PA Forestry Association	
Implementer: Water/Wastewater/Stormwater	Conferences they Host	Chesapeake Tri-Association Conf.		PWEA Conference					PA Rural Water Assoc. Conference	AWWA-PA Conference					
	Conferences they Attend														
	Magazine/Newsletter				CWEA Ecoletter										
	Email Newsletter													Chesapeake Water Environment Association TriCon	



Audience	Potential Spokespeople
Pilot county government leaders	Joe Adams (regional director for south cntral), Secretary Mcdonald, Lisa Schaffer (County Commissionners Assoc of PA), Felicia Dell (YCPC)
Other county government leaders	Commissioner Buffton, other PADEP regional directors, Secretary Mcdonald, Felicia Dell (YCPC)
Banks and financiers	Brian Johnson (PennVest Executive Director), Curt Coccodrilli (PDA Rural Development Office), Marel King (Chesapeake Bay Commission, WIP chair), Rob Boos (PennVest), Tim Weston (K&L Gates)
Ag & ag lenders	Secretary Mcdonald, PDA Secretray Redding (PDA), John Bell (PA Farm Burea), Peter Hughes (Red Barn), Matt Royer (PSU/PA in the Balance Lead), Jennifer Reed Hairy (PennAg), Carl Brown (Soil Conservation Commission), Chris Sigmund (Team Ag), Jayne Seebright (CDE), Jill Whitcomb (PADEP)
Industry and manufacturing	Secretary Mcdonald, PADEP Regional Directors, Kevin Sunday (PA Chamber), Jeff
Developers	Secretary Mcdonald, Kelly or Mark Gutschall (Land Studies), well respected contractors, Felicia Dell (YCPC), The Gal from Blair County, Tim Weston (K&L Gates)
Enviros & green grantmakers	Secretary Mcdonald, Marry Gattis/Jenna Mitchell (ACB), Carly Dean (Chesapeake Conservancy), Davitt Woodwell (Pennsylvania Environmental Council), Matt Keefer (DCNR), Katie Ombalski (Land Solutions)
Water & wastewater utilities	Secretary Mcdonald, Jeff Hines (York Water Company), Penny McCoy (PA Rural Water), John Broscius (PMMA), Tim Weston (K&L Gates), Teddie Kreitz (Keller Engineers, Inc.)
All Audiences	Secretary Mcdonald



	Present Keynote or Breakout	Propose Keynotes or Breakouts	Coach speakers	Lead Focus Group/Listening Sessions	Staff a Booth/Literature Giveaway	Write Articles/Social Media Content for Stakeholders	Review Articles/Social Media Content for Stakeholders	Sign Articles/Social Media Content for Stakeholders	Lead/Participate in Webinars/Conf Calls	Arrange for/Participate Private Leadership Briefings
<b>WIP3 Coordinators</b>										
Nikki Kasi	X			x			x	x	x	x
Kristen Wolf	x	x	x	x			x		x	x
<b>Co-Chairs</b>										
Katie Hetherington-Cunfer		x	x	x	x	x	x		x	x
Marcus Kohl	x		x	x	x		x	x	x	x
Jayne Sebright	x	x		x	<b>Her Staff</b>	Her Staff	x	x	x	x
<b>C&amp;E Committee</b>										
C&E Comms		x	x		x	x	x		x	
Kevin Sunday						x	x	x	?	?
Penny McCoy	x	x	x	x	x	x	x	x	x	x
Elizabeth Hinkel										
Carly Dean				x	x	x	x			
Mary Gattis		x		x		x	x	x	x	x
Jenna Mitchell		x		x		x		x		
Dan Zimmerman										
Kelly Donaldson				Assist		x	x			
William Zeiders					Literature at their shows	x	X			
<b>Vendor</b>										
Water Words That Work, LLC		X	X	X		X				
Institute for Environmental Negotiation				x						
Jennifer Handke			x	x					x	x