

ANNUAL REPORT
2010-2011

JRA BOARD OF DIRECTORS 2010-2011

OUR MISSION

The mission of the James River Association is to be guardian of the James River. We provide a voice for the river and take action to promote conservation and responsible stewardship of its natural resources.



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JAMES RIVER ASSOCIATION STAFF:

William H. Street <i>Executive Director</i>	Gabriel Silver <i>Environmental Educator</i>
Sherrie B. Tribble <i>Special Events & Project Manager</i>	Jessica Templeton <i>James River Ecology School Manager</i>
Charles A. Frederickson, Jr. <i>Lower James Riverkeeper</i>	Colleen D. Messick <i>Sr. Director of Marketing & Development</i>
Patrick L. Calvert <i>Upper James Riverkeeper</i>	Sarah M. Kim <i>Sr. Director of Marketing & Development</i>
Adrienne Kotula <i>Policy Specialist</i>	Judith C. Warrington <i>Communications Coordinator</i>
Michelle R. Kokolis <i>Watershed Restoration Program Manager</i>	Angela R. Williams <i>Special Events & Development Assistant</i>
Amber Ellis <i>Watershed Restoration Associate/ Volunteer Coordinator</i>	Amy Moore <i>Office Manager</i>

ON THE FRONT COVER:

Volunteers from Honeywell donate their time and muscle to construct a wetlands walkway, part of the new James River Ecology School on Presquile National Wildlife Refuge.

A MESSAGE FROM THE EXECUTIVE DIRECTOR

This past year has been a pivotal one for the James River Association and the James River. With the EPA's adoption of the Chesapeake Bay Cleanup Plan, we are now at a tipping point in the effort to ensure a healthy James River for current and future generations. In order to ensure that the James River continues down the path toward restoration in the coming year, JRA will continue to work with federal, state and local officials and various stakeholders to make certain that the Bay Cleanup Plan is properly implemented and carried down to the local level.

FY11 was also a year in which JRA took a major step toward shaping the future of environmental education in Virginia. For JRA the launch of an ambitious capital campaign to establish the James River Ecology School on Presquile National Wildlife Refuge opens a new chapter in JRA's efforts to connect today's children with the natural world. Working with the U.S. Fish and Wildlife Service that oversees Presquile NWR, JRA is creating the first residential ecology program of its kind for students in Central Virginia. When completed in fall 2012 the Ecology School will be accessible to middle school and high school students and teachers throughout the James River basin.

As we look back on the past fiscal year our sincere thanks go out to all the individuals, corporations and foundations whose guidance and support is helping JRA provide education, increase awareness and take action to protect America's Founding River.

William H. Street
Executive Director

River birch await planting on Presquile NWR.



RIVER ADVOCACY

FY2011 was a landmark year for JRA's *River Advocacy* program, as this was the first year that JRA has had a full-time staff member solely dedicated to River Advocacy. This has allowed the Association to play a larger role in advocacy issues at the state and local level, while continuing to play a role at the federal level through the Choose Clean Water Coalition.

The U.S. EPA continued to push Bay states on achieving the pollution reductions agreed to within the Chesapeake Bay Cleanup Plan. In order to ensure that this process is successful, JRA worked to maintain federal funding to continue this effort. JRA participated in the development of the state-level plan and the next step in the Cleanup Plan process is to take measures to the local level, which will better define the necessary local actions and responsibilities. Virginia has started this process and JRA is serving on the stakeholder advisory group. JRA is also continuing to work at the local level in the Lynchburg, Richmond and Petersburg regions to ensure that the actions necessary to achieve the required pollution reductions are included in the local plans.

In partnership with the Friends of the Rappahannock and Potomac Conservancy, JRA is working to promote low impact development (LID) practices in localities throughout Virginia's Chesapeake Bay watershed. This effort is focused not only on assessing local government ordinances for the incorporation of low impact development techniques, but is also spreading the word about the value in adopting such techniques by hosting an innovative design competition for design professionals in Virginia. JRA and its partners worked with three universities, Virginia Commonwealth University, George Mason, and the University of Virginia, to conduct in-depth assessments of 40 localities in Virginia's Chesapeake Bay watershed. Results will be released in 2012, along with an LID design competition.

Adrienne Kotula

Adrienne Kotula joined JRA in the newly-created position of Policy Specialist. Her work will be focused on the Association's River Advocacy program, working with localities and tracking legislative issues relating to water quality. Prior to joining JRA, Adrienne worked in state and local government. She earned a BA in Anthropology from Mary Washington College and a Master of Urban and Regional Planning from Virginia Commonwealth University. Adrienne is an active hiker and kayaker and has a profound love for Virginia and protecting its natural resources.



WATERSHED RESTORATION

During National Volunteer Week, April 11-15, 2011, volunteers from the Newport News area participated in *Extreme Stream Makeover: Stoney Run*. This year's project, the fourth of its kind, focused on a highly urbanized watershed in the Denbigh section of Newport News. The ESM included projects that were designed to capture and treat runoff from parking lots at the heavily used Stoney Run Athletic Complex and the Grissom Library, and included several vegetated filter strips and a rain garden. Volunteers also worked on preparing a courtyard at Denbigh High School for a complete renovation and completed several trash cleanups.



Dignitaries break ground for JRA's fourth Extreme Stream Makeover in the courtyard of Denbigh High School in Newport News.

The opening ceremony was held at Denbigh High School where faculty, students and project partners heard Congressman Bobby Scott, Delegate Glenn Oder, Vice Mayor Madeline McMillan and Councilwoman Tina Vick reflect on what the James River means to them and how it has impacted their lives. Throughout the week, JRA staff and project partners worked with 170 volunteers, including students from Booker T. Washington and Dozier Middle Schools, Christopher Newport University, and Anheuser Busch. During the ESM five projects involved the planting of 1,146 native plants and trash pickups that collected 100 bags of trash and 44 bags of recycling.



Volunteers plant one of the five project sites during ESM IV.

JRA staff spent an additional three days working with 180 faculty and students to complete the courtyard renovation at Denbigh High School. This project took an unused courtyard and transformed it into an outdoor educational setting divided into several distinct learning zones that each features a different way to treat and/or reuse rain water from the school's downspouts. At the end of the three days, students had planted 500 native shrubs and perennials, moved a "ton" of rock and spread several truckloads of mulch.

In March, JRA completed the *Green Home Makeover* at the home of the student winner of the essay contest that was held last spring. Watershed Restoration staff spent the fall working with the homeowners to design their makeover. The project included a pervious paver patio, a large rain garden, native foundation plantings and raised planting beds. With the help of family and friends, as well as some dedicated JRA volunteers, the rain garden and foundation plantings were installed in one long day.

The James River Association was the recipient of the **2011 Governor's Environmental Excellence Gold Award** for its Extreme Stream Makeover initiative.

Amber Ellis

Amber Ellis holds the new position of Watershed Restoration Association and Volunteer Coordinator. She is responsible for assisting the Watershed Restoration Projects Manager in designing and implementing JRA projects and coordinating volunteers for all JRA programs. Amber also coordinates recruitment, training and communications for the new RiverRats program. Prior to joining JRA, Amber worked at Timmons Group, a Richmond-based architecture and engineering firm as a member of their landscape architecture group. She holds a Bachelor of Landscape Architecture from Virginia Tech.



RIVERKEEPER PROGRAM

The presence of excessive algae in the tidal fresh section of the James was a focus of the Lower James Riverkeeper in FY11. An almost continuous bloom existed from early summer throughout the fall. The Lower James Riverkeeper worked with scientists from Virginia Commonwealth University to document the extent of this bloom and study the effects of nutrient retention in sediments and near-shore areas. This research and knowledge of the extent of the blooms will greatly assist in the development of the James River Chlorophyll A study and help improve water clarity.

Sturgeon restoration efforts continued during the period. Extensive monitoring of the artificial reef area near the Turkey Island Cut at Presquile National Wildlife Refuge was conducted and more than 35 mature sturgeon were captured and released in the reef area. JRA assisted VCU in the establishment of the second artificial reef and is now in the planning stages for the construction of a third reef site in the James River. The third reef is being funded by a grant from a partnership between The Nature Conservancy and NOAA, with in-kind support from Luck Stone. Construction is set for 2012. This habitat restoration project will enhance the opportunity for sturgeon to successfully spawn in the river and serve as a testbed for further restoration efforts for this endangered sturgeon throughout the Chesapeake Bay region.

In April, JRA welcomed Pat Calvert as the new Upper James Riverkeeper (UJRK). This critical position in the upper watershed was vacant for five months while a qualified individual was sought. In the interim, Lower James Riverkeeper Chuck Frederickson monitored the UJRK phone for citizen's calls, and in addition to his own duties, conducted vehicle patrols in the Upper James, staffed JRA's Upper James River



*Pat Calvert,
Upper James Riverkeeper.*

Photo: David Harp

Advisory Council and represented the Upper James at the Waterkeepers Chesapeake meeting.

Pat knows the region well, having spent the past 13 years as an educator with the Chesapeake Bay Foundation in Charlottesville, Virginia. He was recognized as the 2011 Water Education Leader by the Virginia Resource-Use Education Council (VRUEC) for his education work. He earned his bachelor's in environmental science from Auburn University, is a 2005 graduate of the Virginia Natural Resource Leadership Institute and has served on the board of directors of Rivanna Conservation Society. His river knowledge, passion and energy make him an excellent representative for JRA and an advocate for all the people who enjoy the Upper James River.

JRA launched a new volunteer river monitoring and action program called, *RiverRats*. To assist JRA's Riverkeepers in monitoring the health of the watershed, the program trains volunteers to patrol a section of the James River or a tributary with which they are familiar. RiverRats are trained to recognize and document potential pollution sources, patterns in river hydrology and report on wildlife habitat. In addition to their patrols, they are required to conduct one action project each year within their community, which will increase public awareness and build local stewardship for the river.



The new RiverRats logo.

In its first year the program has exceeded expectations. JRA held training sessions in Newport News, Lynchburg, Richmond, and Buchanan resulting in 29 RiverRats who are now training and patrolling their chosen waterway. RiverRats currently cover 32 percent of the main stem of the James River, as well as

various tributaries throughout the watershed. JRA's goal is to have RiverRats covering 100 percent of the main stem within five years. After the main stem is covered, JRA will begin to hold trainings to cover the major tributaries such as the Chickahominy, Appomattox, Cowpasture, Jackson, and Maury Rivers.



Upper James Riverkeeper Chuck Frederickson trains volunteer RiverRats to recognize potential pollution problems.

EDUCATION AND OUTREACH

On June 25, 2011, as FY11 came to a close, the *James River Expedition* launched from Botetourt County for a 28-day journey of adventure and discovery that will take them 340 miles down the entire length of the James River. Participants include 12 students and four teachers from four Virginia high schools: Open High School in Richmond; Bethel High School in Hampton; Albemarle High School in Charlottesville; and E. C. Glass High School in Lynchburg. Along the way the young explorers will camp out each night, meet with people whose lives and professions impact the river, measure water quality, explore the river's history and help promote a vision for conserving this natural resource. The Expedition is being led by JRA's Education and Outreach staff and funded in large part by The Dominion Foundation. Along their route the students will provide a daily blog to be posted to the JRA website where people can follow their progress along the river. The Expedition is scheduled to arrive at Fort Monroe on July 22.



The James River Expedition starts its 28-day journey down America's Founding River from the tranquil head waters of the Upper James.

JRA began an ambitious capital campaign to make year-round environmental education a reality for students from middle and high schools in the James River watershed. The "Wet Feet" campaign set out to raise one million dollars to build the *James River Ecology School* on Presquile National Wildlife Refuge, a 1,329 acre island in the James River approximately 20 miles south of Richmond. JRA and the U.S. Fish and Wildlife Service (USFWS) share the goal of educating young people about our environment and the

USFWS specifically seeks to develop education opportunities that complement other management goals in the Refuge System. James River Ecology School programs will teach a broad range of environmental concepts and issues, including history, ecology, biology, environmental economics and policy, and natural resource conservation. While all educational activities support Virginia Standards of Learning for grades 4 through 12, they also encourage individual reflection, creativity and expression.

The goal of the James River Ecology School is to introduce thousands of students each year to the natural world and increase their knowledge and understanding of environmental issues. During their three-day, two-night residential experience at Presquile NWR, students will connect with nature through exploration and investigation activities and build character through adventure and teambuilding exercises.

Creation of the new Ecology School consists of renovating an existing USFWS building to become the school's Learning Center, construction of a 552-foot wetlands walkway, a floating canoe launch and an outdoor pavilion, and a bunkhouse to house up to 30 students and their chaperones. During FY11 contractors began working on the Learning Center and volunteers constructed the wetlands walkway. The school is scheduled for completion in 2012.

The James River Association would like to thank the many foundations, corporations, partners and individuals whose time, talent, in-kind and monetary contributions are helping JRA protect *America's Founding River*.

Jessica Templeton

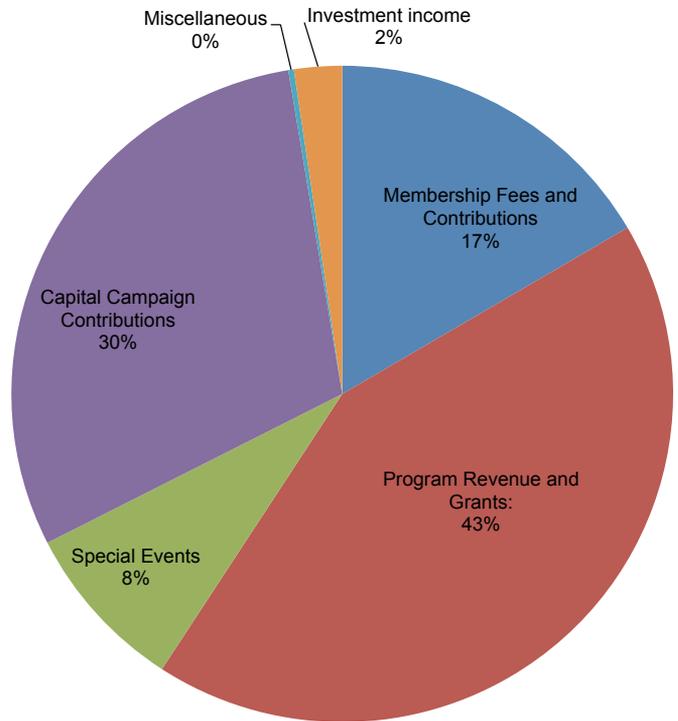
Jessica Templeton joined JRA as Manager of the new James River Ecology School. She will be responsible for developing and leading programs at the new ecology school as well as overseeing the day-to-day running of the facility at Presquile National Wildlife Refuge. Prior to joining JRA, Jessica was an educator at the Nevada Outdoor School. She brings her excitement, passion, and a deep appreciation of science and the outdoors to JRA's newest program.



SUMMARY OF FINANCIAL STATEMENT

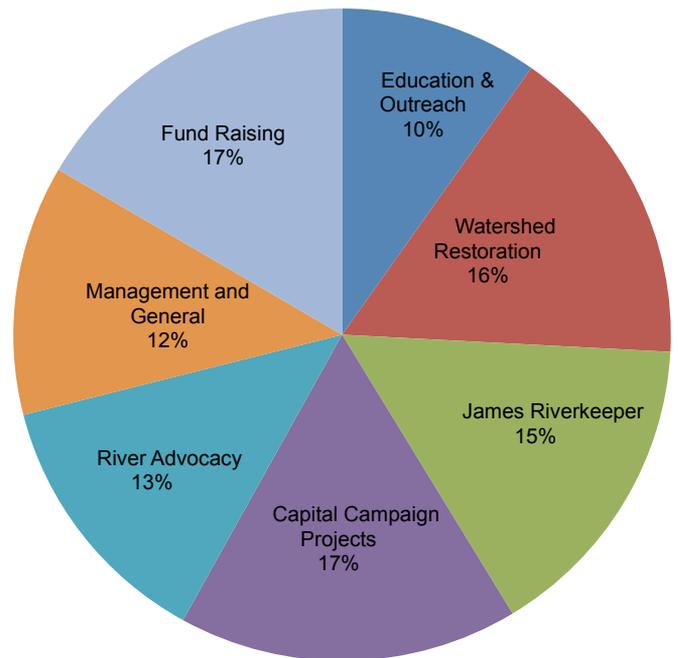
OPERATING REVENUE:

Membership Fees and Contributions	\$288,193
Program Revenue and Grants	\$742,448
Special Events	\$145,181
Capital Campaign Contributions	\$520,420
Miscellaneous	\$ 4,694
Investment Income	\$40,762
Subtotal Operating Revenue	\$1,741,698
Miscellaneous	\$25,000
Investment Income	\$110,569
Total Operating Revenue	\$1,877,267



OPERATING EXPENSES:

Program Services:	
Education & Outreach	\$124,324
Watershed Restoration	\$204,764
James Riverkeeper	\$197,236
Capital Campaign Projects	\$212,879
River Advocacy	\$165,661
Subtotal Program Expenses	\$904,865
Management and General	\$157,932
Fundraising	\$210,887
Total Operating Expenses	\$1,273,684
Net Surplus (Shortfall)	\$603,583
Net Assets at Beginning of Year	\$1,582,226
Net Assets at the End of Year	\$2,185,809



Financial statement was compiled by Harris, Hardy & Johnstone, P.C., Richmond, VA.

The James River Association meets the Better Business Bureau's Standards for Charity Accountability.

A copy of the latest financial report and registration filed by this organization may be obtained by contacting the James River Association at James River Association, 9 South 12th Street, 4th Floor, Richmond, VA 23219 or (804) 788-8811 or by contacting the Virginia State Division of Consumer Affairs, Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA 23218. Registration does not imply endorsement.



9 South 12th Street, 4th Floor
Richmond, VA 23219
(804) 788-8811
www.jamesriverassociation.org

The new wetlands walkway, part of the James River Ecology School, winds its way through the marshlands of Presquile National Wildlife Refuge.

YOU ARE INVITED TO BECOME A MEMBER OF THE JAMES RIVER ASSOCIATION

Since 1976 JRA has worked to restore and protect the James River. After 35 years, JRA remains the only organization solely devoted to protecting the health of America's Founding River. Its members are people of all ages who live along, make their living from or enjoy the beauty and recreational opportunities offered by this treasured natural resource. Together we are working to ensure a healthy river for future generations to enjoy.

Your annual membership helps continue this work. Please return this form to join, renew your membership, or to make a supporting gift. Or, go online to www.jamesriverassociation.org

I want to become a member/renew my membership in JRA at the following level:

- \$15 - Student \$35 - Friend \$50 - Supporter \$100 - Advocate \$250 - Protector
- \$500 - Guardian \$1,000 - Eagle Circle \$2,500 - Conservation Circle \$5,000 - Sturgeon Society

Check payable to "James River Association" enclosed. Please charge my VISA MasterCard

Card No. _____ Exp. Date _____

Signature (Required) _____ Phone _____

Name _____

Address _____

City _____ State _____ Zip _____

Please send me *RiverWatch*, the monthly JRA e-newsletter, and important updates at this address:

_____ @ _____

Return this form to:

James River Association • 9 South 12th Street, 4th Floor • Richmond, VA 23219

Membership gifts are tax-deductible as provided by law.