



2007 ANNUAL REPORT

Upper White River Basin Foundation

*Promoting water quality in the
upper White River watershed*



UWRB
Upper White River Basin Foundation

6/30/2008

ANNUAL REPORT

To Foundation Trustees and Friends:

During the summer of 2007 the Foundation, after appointing a new executive director, spent time reviewing its mission, accomplishments and priorities. Significantly, the vision and mission statements were reaffirmed and a set of priorities emerged to guide the Foundation's focus during the year.

The mission of the Foundation continues to promote water quality in the upper White River watershed through bi-state collaboration on research, public policy and action projects basin-wide in both Arkansas and Missouri. The vision is to have the four cleanest man-made lakes in North America.

The following are priorities identified last summer:

1. Monitor and report on water quality in the basin.
2. Serve as an advocate on policy issues which affect water quality and watersheds through regulatory and legislative means.
3. Emphasize public information, education, promotion and



Mission

To promote water quality in the upper White River watershed through bi-state collaboration on research, public policy and action projects in Arkansas and Missouri.

Vision

With your help we will work together to make Beaver, Table Rock, Taneycomo and Bull Shoals lakes the four cleanest manmade lakes in North America.



communication about water quality issues.

4. Support, encourage and capitalize on allied watershed groups working for common purpose.
5. Seek long term funding support for the Foundation and watershed work in the Ozarks.



This report highlights activities undertaken during the year in support of the Foundation's mission and priorities. All of the priorities have been addressed and work on them is underway. Full implementation of several will take more than a single year, as for example, the basin-wide water quality monitoring and reporting project.

The effort to develop sustainable funding for watershed work likewise is underway with full implementation yet to be completed. While limited entries are included for these projects in this summary report, they have in fact taken up considerable time during the past year.

For many of these projects, detailed papers have been prepared outlining plans and logistical arrangements. Other projects are underway and documentation is available through the Foundation office. This report summarizes the activities and efforts of the past year to provide an easily readable report on what has been done. I hope you will find this report of interest and benefit.

Sincerely,

John E. Moore, Jr.
Executive Director



ACCOMPLISHMENTS



Monitor and Report on Water Quality

- Convened a science advisory panel of university and U.S. Geological Survey (USGS) staff to shape and evaluate plans for basin-wide monitoring system and annual “state of the watershed” report.
- Initiated new water quality monitoring sites through USGS and continued testing at existing sites. Signed contracts with USGS for this service.
- Developed additional water quality evaluation protocols involving stream surveys of macro invertebrates and geomorphic analysis with Missouri State University.
- Projected preliminary state of the watershed report, based on USGS monitoring data.
Planned release: Fall 2008

Serve as an Advocate on Policy Issues

- Completed a study of local and county building and development codes and their accommodation of low-impact development; report distributed and placed on Foundation website.
- Testified in case of Terra Renewal permit application to land apply near-liquid bio-waste near Green Forest, Arkansas. Following a hearing and consultation with Terra Renewal officials, the permit application was withdrawn.
- Initiated communication with governors of Arkansas and Missouri proposing the establishment of a bi-state compact pledging communication and cooperation on water issues in the upper White River watershed.
- Identified a need for model ordinances to establish liability in the installation of clustered wastewater treatment systems where municipal treatment facilities do not exist. Panel is being convened to draft a model ordinance.
- Studied water law in Arkansas, Missouri and other states and identified needs for legislative initiatives to address emerging public policy issues involving water use and water quality.

Accomplishments, continued

Emphasize Public Information, Education & Promotion of Issues

- Completed Foundation website with all available reports, GIS maps, newsletters and video documentary. *Visit uwrp.org.*
- Revised weekly newsletter and expanded distribution list to include key influentials throughout the region.
- Collaborated with local media to devise a water blog focused on issues of concern in the basin area.
- Produced a video documentary on water quality issues in the Ozarks entitled *White River Heritage: Guarding the Treasure*.
- Served as co-sponsor with the James River Basin Partnership for the “Ripple Effect” conference on stormwater management principles and techniques.
- Substantially completed EPA Targeted Watershed Grant with final report prepared, including projects accomplished, tasks completed and lessons learned.
- Closed Bradleyville sewer project in an amicable manner. Evaluated the project, process and lessons. (See final EPA report)
- Established first annual “Water Warrior” award.

Support, Encourage and Capitalize on Allied Watershed Groups Working for Common Purpose

- Developed working relationships with state and federal agency officials, USGS offices and university staff in Arkansas and Missouri.
- Served as invited speaker/consultant on water resource issues for groups and organizations.
- Assisted Missouri Department of conservation in identifying potential stream bank stabilization projects through the “More Fish Campaign.”
- Met regularly with directors and staff of other watershed groups to discuss common issues and efforts.
- Completed Kings River Watershed Management Plan through collaboration with Kings River Watershed Partnership.



Accomplishments, continued

Seek Long-Term Funding Support for Foundation and Watershed Work

- Advanced efforts to develop sources of sustainable funding through the “water keepers” and “cardboard for conservation” programs. The former project, involving the “rounding up” of utility bills to the next whole dollar has been placed on hold pending further interest from electrical utilities. The latter project, now in planning stages, involves recycling cardboard through a consortium of business firms and institutions.
- Obtained grant support from the Coover Foundation and the Walton Family Foundation for water quality monitoring and operations.
- Completed audit of management control policies and procedures.



White River



Beaver Lake

THE CHALLENGES AHEAD

Although reports of this sort generally have a retrospective focus on priorities established and projects accomplished, it is also appropriate to look ahead as well. The broad mission of the Foundation to promote water quality in the upper White River watershed is an ongoing challenge, given the threats to water resources attending the continued growth and development of the Ozarks region. We believe, however, that with commitment and effort we can have both economic development and a healthy environment.

Telling the story about the importance of water quality is somewhat akin to preaching the gospel; the message is the same, but there are many ways to tell it to reach those who need to hear it. And these stories must be repeated regularly. Accordingly, in the years ahead we will continue many of the initiatives and efforts now underway.

Among the most important of these is the project to monitor, measure and report on water quality throughout the basin. The science upon which this unique project is based will be reviewed regularly and the annual “state of the watershed” report will be publicized and promoted



extensively. The benefits will come from the greater awareness and understanding of water quality issues among the larger public. Growing public support for maintaining water quality will be the ultimate payoff of the effort.

The work of non-profit organizations like the Foundation and allied watershed groups requires financial support and obtaining this support is a continuing challenge. The “cardboard for conservation” project being developed by the Foundation will be a continuing priority as a means to provide sustainable funding for watershed work. There is much potential here and a compelling rationale for companies and institutions to participate in this consortium effort.

The daily operation of the Foundation—the publication of the weekly e-newsletter, the participation in meetings and the exchange of information with allied organizations, the continued advocacy in varying forums—will continue to be important parts of our work. The follow-up to promote bi-state collaboration, the development of a model wastewater treatment ordinance and planning for a regional conference will all be projects ahead in fulfillment of the Foundation's mission.

We look forward to reporting on these projects and more in our next annual report. The ultimate issue for the Foundation and all other groups promoting water quality is the impact of these efforts. Is the water cleaner? Are we maintaining water quality? Have we made a difference through our projects and programs? Is the public more aware and more committed to our purpose? We will endeavor to address these kinds of questions as we continue our important work and report the results.

FINANCIAL POSITION

Statements of Financial Position and Net Assets

As of December 31, 2007

ASSETS

CURRENT ASSETS

Cash	\$304,025
Pledges receivable	2,500
Total Current Assets	306,525

PROPERTY AND EQUIPMENT

net of accumulated depreciation	8,273
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ENDOWMENT FUND	1,039,375
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TOTAL ASSETS	<u>\$1,354,173</u>
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LIABILITIES AND NET ASSETS

NET ASSETS	\$1,354,173
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TOTAL LIABILITIES AND NET ASSETS	<u>\$1,354,173</u>
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Statements of Activities and Changes in Net Assets

Year ended December 31, 2007

CONTRIBUTION & GRANT REVENUE

Contributions Received	\$200,285
Pledges receivable	<u>36,855</u>
Total Contributions and Grant Revenue	<u>237,140</u>

EXPENDITURES

EXPENDITURES

Grant disbursements	100,000
Salaries	138,583
Employee benefits	3,302
Payroll taxes	9,268
Professional fees	66,022
Supplies and technology	2,818
Telecommunications	3,929
Postage and delivery	377
Occupancy expense	6,430
Printing and publications	906
Travel and meetings	6,574
Insurance	1,159
Membership Fees	1,257
Advertising	580
Other expenses	5,476
Depreciation expense	<u>1,741</u>
TOTAL EXPENDITURES	<u>348,422</u>

OTHER INCOME AND EXPENSE

Endowment fund income	72,955
Interest expense	(819)
Other	<u>4,000</u>
TOTAL OTHER INCOME AND (EXPENSE)	<u>76,136</u>

DECREASE IN NET ASSETS

	(35,146)
Net assets at beginning of year	1,389,319
Net asset at end of year	<u>\$1,354,173</u>

BOARD OF TRUSTEES

Peter Herschend—President

Herschend Family Entertainment
 Branson, Missouri
 Co-owner and Co-founder of Herschend Family Entertainment Inc.

Martin MacDonald—Vice President

Bass Pro Shops
 Springfield, Missouri
 Director of Conservation and Youth Development for Bass Pro Shops.

Todd Parnell—Treasurer

Drury University
 Springfield, Missouri
 President of Drury University and Executive Director of Drury's Edward Jones Center for Entrepreneurship and Innovation.

Paul Carter, Environmental Testing Group, Inc.
 Bentonville, Arkansas
 President of Environmental Testing Group, Inc.

Leon Combs, Beaver Creek Publishing
 Bradleyville, Missouri
 Former owner of Sanford–Brown College and owner of Beaver Creek Elk and Cattle Ranch.

Alan Fortenberry, Beaver Water District
 Lowell, Arkansas
 Chief Executive Officer of Beaver Water District.

Jack Herschend, Herschend Family Entertainment
 Branson, Missouri
 Co-owner and Co-founder of Herschend Family Entertainment Inc.

Paul Lawrence, Cargill Meat Solutions
 Springdale, Arkansas
 Vice-President and General Manager of turkey production for Cargill Meat Solutions.



John Morris, Bass Pro Shops
 Springfield, Missouri
 Founder of Bass Pro Shops.

Ben Parnell, Retired Banker
 Springfield, Missouri

John Tyson, Tyson Foods, Inc.
 Springdale, Arkansas
 John Tyson is Chairman of the Board of Tyson Foods, Inc.

Joe White, Kanakuk Kamps
 Branson, Missouri
 President of Kanakuk Kamps.

In Memoriam

**John Lewis—
 Arkansas Vice
 President,**
 Beaver Water District
 Lowell, Arkansas
 2003–2007

We are grateful for your
 years of service.



"Beaver Lake can't protect itself. Our community must therefore act in ways that will ensure its long term health and viability." -- John Lewis (1939–2007)



UWRB
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