

SERCAL AND CNGA *present* ~

A Confluence of Perspectives and Experience
Habitat Restoration in California's Central Valley

*Invitation to
Sponsor &
Exhibit*

29 April–03 May 2009 at Lake Natoma Inn

www.lakenatomainn.com ~ 702 Gold Lake Drive, Folsom, California 95630

Information/Questions:

Contact Susan Clark, Conference Coordinator: smclark@lightspeed.net or 661.634.9228



WEDNESDAY 29 APRIL

Optional Workshops

THURSDAY 30 APRIL

Conference

Registration

Hosted Continental Breakfast

Poster & Exhibitor Set-up

Plenary Session

Hosted Lunch

Poster & Exhibitor Sessions

Afternoon Concurrent Technical Sessions (3)

Evening Poster Reception—

Appetizer Buffet & No-host Cocktails

FRIDAY 1 MAY

Conference

Morning Concurrent Technical Sessions (3)

Poster & Exhibitor Sessions

Hosted Lunch, Membership Meeting,
& Poster Awards

Afternoon Concurrent Technical Sessions (3)

SATURDAY 2 MAY

Optional Fieldtrips

CNGA's Grass ID Workshop: Lab

SUNDAY 3 MAY

CNGA's Grass ID Workshop: Field

Conference Technical Sessions

Technology in Habitat Restoration — Recent Advances in Restoring, Monitoring & Managing Landscapes

Andrew Fulks, Chair Manager, Putah Creek Riparian Reserve, UC Davis

Restoration Opportunities within Working Agricultural & Ranching Landscapes

Carol Presley, P.E. Chair Pajaro River Regional Programs Manager, Santa Clara Valley Water District

Working Grasslands: Managing for Diversity

Kent Reeves, Chair Natural Resources Division Manager, County of Yolo Parks & Resources Department

Reclaiming the Sacramento/San Joaquin Delta: Wetland Restoration in the Delta and Bay Region

Kevin MacKay, Chair Senior Restoration Ecologist/Project Director, ICF Jones & Stokes

Vernal Pool Restoration & Effectiveness Monitoring for Special-Status Species

Carl Jensen, Chair Design-Build Director/Landscape Architect, Wildlands, Inc.

Seed & Plant Material Techniques for Site Restoration

David Amme, Chair Wildland Vegetation Program Manager, East Bay Regional Park District

Incorporating Civil Engineering & Modeling into Habitat Restoration

Steve Seville, C.E., Chair Senior Habitat Restoration/Project Director, ICF Jones & Stokes

Climate Change: Issues, Impacts & Responses

Michael Hogan, Chair Soil Scientist, President, Integrated Environmental Restoration Services, Inc.

Grassland Ecology and Restoration

Randi Paris, Chair Forester, Klamath Basin Watershed Team, USDA Natural Resource Conservation Service

Workshops

Pre-Conference

I. Soil-based Approach to Sustainable Revegetation & Erosion Resistance

Instructor: *Dr. Vic Claassen, Soil Scientist, UC Davis*

II. Restoration Project Construction Oversight & Management

Instructors: *Kevin MacKay, Senior Restoration Ecologist/Project Director and Steve Seville, C.E., ICF Jones & Stokes*

III. Holistic Grazing Planning Principles: Unleashing California Native Perennial Grasses & Forbs

Instructors: *Richard King, USDA NRCS, Certified Educator in Holistic Management; Kelly Mulville, Rancher/Grazier, Certified Educator in Holistic Management*

Post-Conference

CNGA's Identifying & Appreciating The Native & Naturalized Grasses of California

Instructors: *David Amme, Wildland Vegetation Program Manager, East Bay Regional Park District, Wade Belew, Restorationist, Cotati Creek Critters*

Post-Conference Fieldtrips

A. Burke Ranch Playa Vernal Pools

Leader: *Matt Gause, Senior Ecologist, Westervelt Ecological Services*

B. UC Davis Russell Ranch : Integrating Research with Habitat Restoration & Management

Leader: *Andrew Fulks, Manager, Putah Creek Riparian Reserve, UC Davis*

C. Yolo County's Grassland Regional Park

Leader: *Kent Reeves, Natural Resources Division Manager, County of Yolo Parks & Resources Department*

D. Central Valley Riparian & Wetland Restoration- Major Rivers to Managed Wetlands

Leader: *Harry Oakes, Habitat Restoration Planner, ICF Jones & Stokes*

E. Cornflower Farms Nursery Tour

Leader: *Neal Funston, Cornflower Farms*



Lake Natoma Inn

702 Gold Lake Drive, Folsom, CA 95630
www.lakenatomainn.com

A room block has been reserved at the Lake Natoma Inn from 28 April to 02 May at discounted group rates:

TRADITIONAL KING OR DOUBLE QUEEN ROOM
\$109 **Single/Double** occupancy
\$119 **Triple** occupancy
\$129 **Quadruple** occupancy

Rates are subject to 8% occupancy tax,
2% tourism tax and .065% CA state tourism tax.

Check in: 3pm Check out: 11am

Reservations may be made by phone to 916.351.1500 or
by email to reservations@lakenatomainn.com

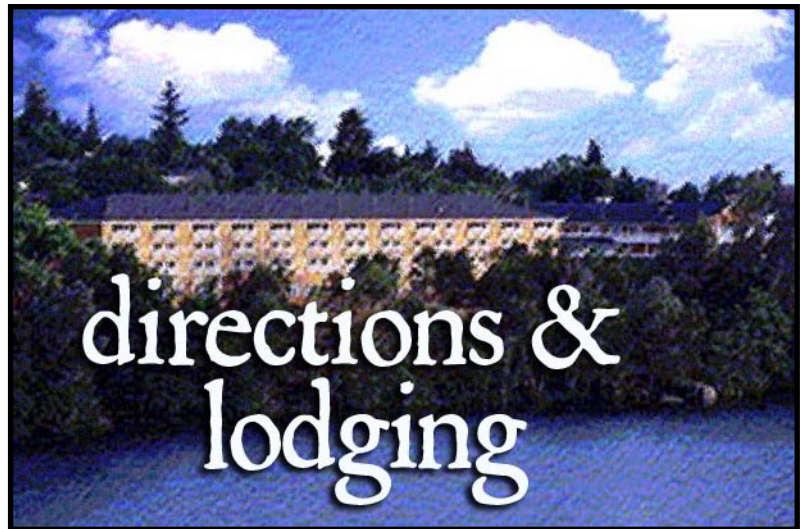
ASK FOR THE SERCAL RATE.

RESERVATION DEADLINE IS 07 APRIL.

After the cut-off date, the room block will be
opened to the public. Late reservations by
conference attendees will be accepted based on
room and rate availability.

Please Note: The conference reserved room block
requires that SERCAL & CNGA guarantee a
minimum 80% occupancy. If that minimum is not
met, both organizations will be required to pay the
hotel "non-performance" fees. We hope that you
will take this into consideration when making your
conference plans.

SERCAL-CNGA 2009 Joint Conference
www.sercal.org or www.cnga.org



DIRECTIONS:

From Sacramento: Take US 50 east, exit at Folsom Blvd. and turn left...

From Sacramento International Airport: Take I-5 South to 50 East towards
South Lake Tahoe/Placerville. Exit at Folsom Blvd. and turn left...

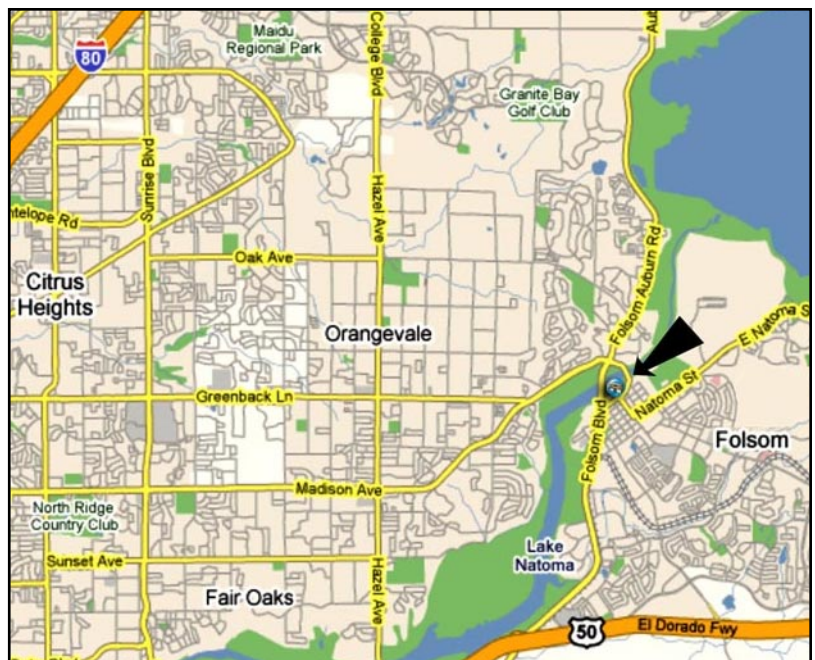
From the SF Bay Area: Take Interstate 80 east to Sacramento and US 50.
Take US 50 east, exit at Folsom Blvd. and turn left...

From Lake Tahoe/Placerville: Take US 50 west, exit at Folsom Blvd. and
turn left...

... Follow Folsom Blvd. 4 miles to Greenback Ln. At Greenback Ln., turn
right and continue over Rainbow Bridge. Shortly after crossing the
bridge, the road will split. Stay to the right going onto Leidesdorff St,
then make the first right (sharp turn) at the Lake Natoma Inn sign onto
Gold Lake Drive.

From Reno: Take Interstate 80 West to Roseville, exit at Douglas Blvd., turn
left. Follow Douglas Blvd. approximately 5 miles to Folsom-Auburn Rd. and
turn right. Take Folsom-Auburn Rd. 4 miles to Greenback Ln. and turn left.
Continue over Rainbow Bridge. Shortly after crossing the bridge, the road
will split. Stay to the right going onto Leidesdorff St, then make the first
right (sharp turn) at the Lake Natoma Inn sign.

There is abundant free parking on the hotel's large riverfront property.



sponsorship opportunities

Without your sponsorship support, we would not be able to keep conference registration fees at a reasonable level for our attendees, nor would we be able to generate the operating capital necessary to move our organizations forward. This year, more than ever, we need your support !



\$ 3,000 Burrowing Owl

- ★ Recognition in all conference-related publications
- ★ **Full page ad** in Conference Program Book and in one issue of SERCAL's & CNGA's newsletters*; SERCAL & CNGA website publicity; Conference banner signage; special name tags for all registrants from your company
- ★ One complimentary 8' x 8' **exhibitor booth space** with **choices of location**
- ★ **Four** complimentary conference registrations



\$ 2,000 Downingia

- ★ Recognition in all conference-related publications
- ★ **1/2 page ad** in Conference Program Book and in one issue of SERCAL's & CNGA's newsletters*; SERCAL & CNGA website publicity; Conference banner signage; special name tags for all registrants from your company
- ★ One complimentary 8' x 8' **exhibitor booth space** with **choices of location**
- ★ **Three** complimentary conference registrations



\$ 1,000 Yellow-billed Cuckoo

- ★ Recognition in all conference-related publications
- ★ **1/4 page ad** in Conference Program Book and in one issue of SERCAL's & CNGA's newsletters*; SERCAL & CNGA website publicity; Conference banner signage; special name tags for all registrants from your company
- ★ One complimentary 8' x 8' **exhibitor booth space**
- ★ **Two** complimentary conference registrations



\$ 500 Slender Orcutt Grass

- ★ Recognition in all conference-related publications
- ★ **Business card ad** in Conference Program Book and in one issue of SERCAL's & CNGA's newsletters*; SERCAL & CNGA website publicity; Conference banner signage; special name tags for all registrants from your company
- ★ One complimentary 8' x 8' **exhibitor booth space**
- ★ **One** complimentary conference registration



\$ 5,000

PREMIER Sponsor

An exclusive opportunity for one sponsor!

- ★ Recognition in all conference-related publications as PREMIER Sponsor;
- ★ **Full page ad** in Conference Program Book and **1/2 page ad** in each issue (for one year) of SERCAL's & CNGA's newsletters*; SERCAL & CNGA website publicity; Conference banner signage; special name tags for all registrants from your company;
- ★ One complimentary 8' x 8' **exhibitor booth space** with **first choice of location**;
- ★ **Six** complimentary conference registrations



\$ 200 each Student Scholarships

- ★ Recognition in all conference-related publications
- ★ SERCAL & CNGA website publicity; Conference signage
- ★ Special conference nametag identifying you as a student sponsor

Questions? Contact Susan Clark, Conference Coordinator: (661) 634.9228 or smclark@lightspeed.net

* Conference sponsor display ads will be published in the following newsletter issues (SERCAL, June 2009 through March 2010; CNGA, Spring 2009 through Winter 2010). The issues selected for your ad will be determined as space allows by the respective newsletter editors.

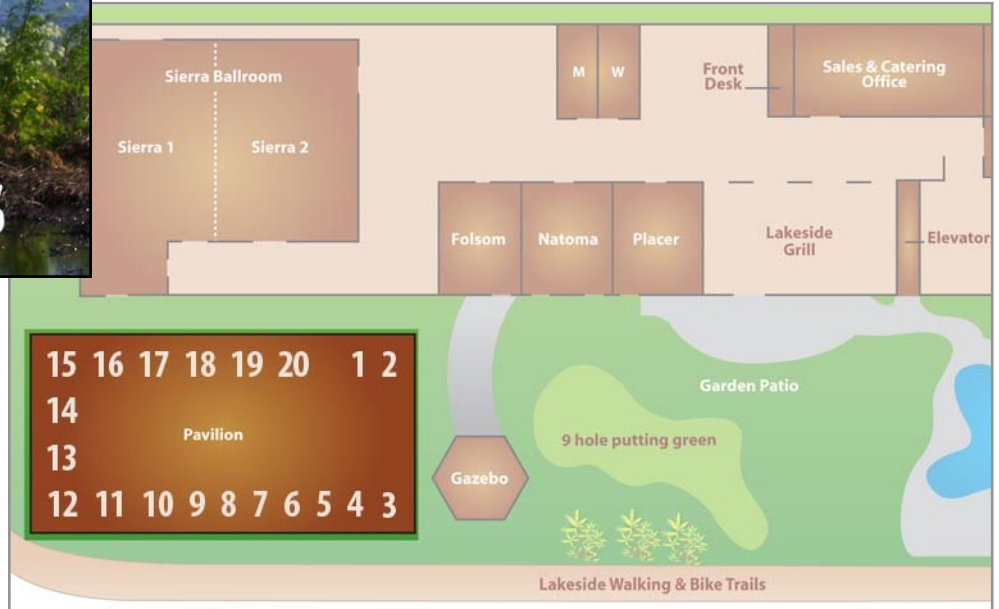


Sponsor exhibits will be set up around the perimeter of Lake Natoma Inn's Pavilion, a spacious, 2900 sq. ft room central to all conference activities. The Pavilion will also be used as one of three break-out rooms for conference technical sessions.

20 sponsor exhibitor reservations will be accepted.

An **8' x 8' exhibit space** includes one 6' table, two chairs and identification signage.

All exhibitor locations will be assigned by conference staff, with the exception of the \$2,000–\$5,000 level sponsors.



Comped Sponsor Registrations:

Please list the names of company/organization representatives who will be attending under your sponsorship complimentary registration. The applicable numbers are shown in the description of benefits for each Sponsor Level. If you are unable to provide this information at the time of your reservation, SERCAL's conference coordinator, Susan Clark, will contact you for specifics at a later date. **Important:** *If any your comped registrants change or are not able to attend, you MUST notify Susan prior to the start of the conference.*

Exhibit Hours:

Thursday, 30 April, 9am–7pm through Friday, 1 May, 10am–5pm

Set-Up: 7:30–9am, Thursday, 30 April

Breakdown: 5pm, Friday, 1 May

Shipping:

Lake Natoma Inn will accept shipment of exhibitor materials for a charge of \$3 per day / per box. Since storage space is limited, please arrange shipments to arrive no earlier than 28 April. Send to: Lake Natoma Inn, c/o Antoinette Knox, 702 Gold Lake Drive, Folsom, CA 95630. Shipment boxes must be clearly marked with "SERCAL/CNGA Conference."

Sponsor Program Ads:

FORMATS ACCEPTED: Black & white, electronic formats only — tif, jpg, pdf or eps files saved at 100% of the ad size at 300dpi.

Premier Sponsor

Full page 7" x 9"

Burrowing Oal

Full page 7" x 9"

Downingia

Half page 7" x 4.5"

Yellow-billed Cuckoo

Quarter page 3.25" x 4.5"

Slender Orcutt Grass

Business card* 3.25" x 2"

**Company ad, not an individual's card*

EMAIL ad to Julie St. John at

julieDesign@cox.net.

Deadline 15 March 2009



www.sercal.org

2701 20th Street, Bakersfield CA 93301-3334

Return Service Requested

SERCAL & CNGA Joint conference:

**Two great organizations bring you
one super marketing opportunity!**

30 April - 1 May 2009 in Folsom

it's closer than you think!