



Statement of Qualifications

Beaver Watershed Alliance

The Beaver Watershed Alliance, a 501(c)3 nonprofit organization, was formed in 2011 to establish programming to maintain high quality drinking water in Beaver Lake and improve water quality on the Beaver Lake Watershed. The Alliance represents a diverse stakeholder group from conservation, education, water utilities, technical and science, business, agriculture, recreation, and local government groups working together for the cause of clean water.

Since 2011, the Alliance has initiated and completed over \$16 million in federal, state and local grant projects. Through initiatives addressing watershed assessment, outreach and education, technical assistance, land management practice implementation and volunteer stewardship, water quality improvements have been achieved for the Beaver Lake watershed. The Alliance has an established track record of managing grants successfully, building partnerships, gaining trust of local landowners and stakeholders, and advancing workforce development in conservation stewardship.

The Alliance is also a verified Technical Service Provider (TSP) through the USDA Natural Resources Conservation Services.

Mission

To proactively protect, enhance and sustain the water quality of Beaver Lake and the integrity of its watershed.

The Alliance works to achieve this mission through Education and Outreach, Technical Assistance to landowners and communities for voluntary land management practices and conducting planning and analysis activities.

Vision

The Alliance is working proactively to protect Beaver Lake and its tributaries from degradation. There are threats to water quality in the watershed identified in the Beaver Lake Watershed Protection Strategy, a 9-element EPA accepted watershed management plan. These priority issues include:

- Streambank erosion and loss of riparian area
- Hydrologic modification resulting from land-use change due to rapid urbanization
- Nutrient and sediment pollution from pastureland, urban landscapes, and construction sites

The Alliance seeks a balanced approach to address causes of pollutants entering tributaries and utilizes local resources, leverages local, state and federal funding and builds partnerships to advance the Beaver Lake Watershed Protection Strategy.

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Beaver Watershed Alliance | 162 Doolin Dr. | P.O. Box 762, Elkins, AR 72727 | 479.750.8007*

Key Metrics

Our key focus and metrics include Education and Outreach, Technical Assistance and Best Management Practice, and Planning/Analysis.

Education and Outreach: With nearly thirty people moving into the Northwest Arkansas region per day, and 1 in 5 Arkansans relying on Beaver Lake as their drinking water source, a major component of the Alliance effort is to provide outreach and education programming. We provide education and outreach to over 24,526 landowners, work with hundreds of volunteers, and educate cities, counties and planners on water quality trends and topics.

Technical Assistance: The Alliance offers technical assistance to address water management on the farm, along waterways, and on forest, pasture and urban properties. We encourage and implement voluntary land management practices both in-house and with partners such as planting native trees and removing invasive species, forestry management, pasture best practices, riparian restoration and streambank restoration. Sediment and phosphorus are currently the two pollutants of highest concern regarding the quality and cost of our drinking water.

Planning and Analysis: We are committed to providing a science-based approach to watershed management through research and development, water quality monitoring, strategic planning, and coordinating with partners to ensure long-term high-quality water for the region. We utilize the Beaver Lake Watershed Protection Strategy (9-Element EPA- accepted plan) to guide and adapt management actions.

Staff (2023)

Becky Roark, Executive Director becky@beaverwatershedalliance.org

Barbara Fraleigh, Administrative Specialist barbara@beaverwatershedalliance.org

Anna Gwaltney, Outreach Coordinator anna@beaverwatershedalliance.org

Daniel Hagood, Stream and Forest Resource Specialist daniel@beaverwatershedalliance.org

Larry Berry, Program Director larry@beaverwatershedalliance.org

Emily Finley, Urban Watershed Specialist emily@beaverwatershedalliance.org

Board

Steve Adams	Billy Ammons	Alan Bland	Larry Garrett
Richard Bowen	Steve Brannan	Juliet Richey	
Lonnie Horn	James McCarty	Brian Teague	
Erin Scott	Jim Ed Summers	Jim Woodruff	
Eric Fuselier	Greg Wheeler	Alison Jumper	

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2024 Board Officers

Jeff Marley – President
Brent Dobler – Vice President
Patsy Christie – Treasurer
Bob Caulk – Secretary

Staff Qualifications & Experience

Becky Roark, Executive Director

Becky Roark joined the Beaver Watershed Alliance in December 2016. She holds a degree in Landscape Architecture from the University of Arkansas and has worked within the water quality and conservation fields in the Northwest Arkansas region since 2010. Becky has experience in directing and developing community programs for the non-profit sector and has a technical background to help communities with both watershed management and advancement of watershed protection initiatives. She is passionate about cultivating partnerships for watershed education and protection, as well as dedicated to protecting and improving the quality of Beaver Lake and its watershed, including its natural and cultural resources. Through conservation stewardship and landscape-scale initiatives, she is working to increase the technical capacity for conservation work in the region by working with partners such as the University of Arkansas Landscape Architecture and Engineering Departments, USDA-NRCS, Dept of Energy and Environment and AmeriCorps. Becky also serves on the Fayetteville Natural Heritage Association Board, Friends of Hobbs State Park Board, Arkansas NRCS State Technical Committee and NRCS Water Quality Sub Committee.

Becky has co-authored, authored, and managed over \$10.2 million in watershed grants for both the Illinois River and Beaver Lake watershed. Her experience in federal, state and local grant management has increased the capacity and financial position of these organizations, as well as contributed to conservation achievements in the region.

Project Management Skills

- Engagement and Capacity Building, Public Education and Outreach
- Program and Project Development & Design
- Quantitative & Qualitative Measuring
- Writing & Research Proficient, Grant Writing & Reporting
- Budgeting and Fiscal Management
- Strategic Planning
- Marketing/Content Development

Computer Skills

- Microsoft Office
- Adobe CS9

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- AutoCAD
- ArcGIS/Cartography
- Social Media Platforms & Digital Media Analytics
- Word Press/Web Management
- Smartsheets
- Pollutant Load Estimation Tool (PLET) by US EPA
- Graphic Communication including campaigns, brochures, flyers, annual reports, outreach materials

Related Skills

- Knowledge of Watershed Systems & Practices
- Knowledge of Water Quality Measures and Programs
- Event/Workshop Organizing & Volunteer Coordination
- Administration tasks
- Native & Invasive Plant ID & Habitat/Stream Restoration
- Knowledge of Workforce Development Strategies

Daniel Hagood, Stream and Forest Resource Specialist (NRCS TSP Certified)

Daniel joined the Beaver Watershed Alliance in May 2021. He holds an undergraduate degree of Environmental, Soil and Water Science with a minor of Wildlife Habitat from the University of Arkansas and a graduate degree of Environmental Science from Florida Atlantic University where he completed his thesis research on the effects of prescribed fire and feral swine soil disturbance on the spread of invasive plants. After graduating from the University of Arkansas, Daniel worked in NW Arkansas as a fish ecology technician where he monitored water quality and fish populations. After graduating from Florida Atlantic University, he worked as a fisheries and wildlife ecologist on a 400,000 acre tribal reservation in the Florida Everglades. In the Everglades Daniel managed various projects, such as leading the Burmese python control program, white-tailed deer research program, and monitoring endangered and threatened species. His role with the Alliance is to provide Technical Assistance to landowners with various land uses, and connect landowners to funding programs throughout the region and state. Daniel is also certified in the installation of several best practices and trains volunteers.

EDUCATION

Florida Atlantic University August 2017
Masters of Science

- Environmental Science Program. Thesis: Influence of soil disturbance and fire on the distribution of Caesar's weed (*Urena lobata*) in pine flatwoods

University of Arkansas May 2013
Bachelor of Science

- Environmental, Soil and Water Science, minor of Wildlife Habitat

PROFESSIONAL EXPERIENCE

Lead Biologist and Project Manager, Miccosukee Tribe of Indians of Florida, Miami, FL
October 2019- May 2021

- Designed and carried out fisheries & wildlife research projects while supervising biologists and technicians
- Managed a variety of projects simultaneously with internal and external stakeholders and agencies
- Applied for grants and ensured projects were completed in a timely fashion

Fisheries and Wildlife Ecologist, Miccosukee Tribe of Indians of Florida, Miami, FL July 2017- October 2019

- Carried out wildlife and fisheries, surveys and research projects in various ecosystems
- Collected, interpreted, and presented scientific data
- Applied for grants and created technical reports

Lake Ecology and Fisheries Technician, Bella Vista Property Owner's Association, Bella Vista, AR

August 2013 - March 2014

- Collected and analyzed water and fish samples
- Assisted in conducting University of Arkansas research projects
- Accessed water and fish quality of seven lakes in the area

Lab Technician and Field Assistant, University of Arkansas, Dale Bumpers College of Agricultural, Food and Life Sciences, Fayetteville, AR

March 2012- June 2013

- Assisted with field and laboratory research to produce reliable data to support scientific investigation
- Maintained and operated standard laboratory equipment and maintained field experiments

Undergraduate Field and Lab Technician, University of Arkansas, Dale Bumpers College of Agricultural, Food and Life Sciences, Fayetteville, AR

May 2010- August 2010

May 2012-August 2012

- Planted and maintained crops in large scale and small-scale experimental plots

CERTIFICATIONS

- National Environmental Policy Act (NEPA) Course (16-hour), taught by the U.S. Department of Interior Bureau of Indian Affairs
- Level 1 Applied Fluvial Geomorphology Course (40-hour), taught by Dave Rosgen, Wildland Hydrology
- Level 2 River Morphology and Applications Course (40-hour), taught by Dave Rosgen, Wildland Hydrology
- Phase 1 Environmental Site Assessment Refresher Course (8-hour), taught by the U.S. Department of Interior Bureau of Indian Affairs
- Water Quality Standards Academy Course on "Water Quality Standards and Criteria: Key Concepts" (40-hour), taught by the U.S. Environmental Protection Agency
- Wildlife Handling and Chemical Immobilization for Wildlife Professionals (22-hour), taught by Mark R. Johnson, DVM, Global Wildlife Resources

- Wildland Fire Suppression Firefighter (S-130/S-190)(40-hour), taught by Everglades National Park
- Wildlife Acoustics Kaleidoscope Pro In-Depth Seminar for Bat Research (8-hour), taught by Wildlife Acoustics
- Florida Department of Agriculture and Consumer Services Pesticide Commercial Applicator License
- Miccosukee Police Department Firearms Course (24-hour)
- Bleed Control for the Injured Course (40-hour), taught by Florida Tactical
- Emergency Medical Services
- Snake Bite First Aid (4-hour), taught by Venom One Miami Snakebite Response Team
- Heartsaver CPR AED certified

Anna Gwaltney, Outreach Coordinator/LID Specialist

Education

Bachelor of Landscape Architecture (2013-2018), University of Arkansas, Fayetteville

Experience

Beaver Watershed Alliance 2021 – present

The Outreach Coordinator position includes work that promotes the organization's purpose and objectives by leading stakeholder outreach, and assisting with educational programming, technical assistance for water management and advancing the Beaver Lake Watershed Protection Strategy. Primarily responsible for outreach media and educational content to public and landowners in the Beaver Lake watershed area.

Work includes coordinating with Executive Director and Alliance staff to develop and implement education and outreach strategies for various programming needs. Help build the Alliance brand to strengthen presence in the watershed. Curate creative materials and content to connect with diverse stakeholders. Assist with fundraising efforts and help develop campaigns.

Create and develop content for monthly E-News. Assist with assimilation of press releases and special mailers on project announcement and milestones, act as a liaison between Alliance and media contacts. Prepare three printed newsletters each year, including editing and preparation of articles, formatting, and working with local distribution vendors for mailers to reach streamside, forested, and agricultural landowners. Develop and help distribute flyers, program brochures and other outreach materials to public.

Assist with management of Beaver Watershed Alliance web site, including upgrades. Coordinate and manage Facebook, Instagram and YouTube accounts.

Educational programming – Assist Alliance staff to coordinate outreach events and educational programming including general watershed education, landowner workshops, field workdays, quarterly speaker series, annual symposium, community outreach events, other educational events and

programs. Responsible for Lakes Appreciation Month (July), including 3-5 outdoor activities to engage public and youth, Secchi Dip In events and public campaigns.

Technical assistance to landowners - Assist Alliance Resource Specialist working in the Beaver Lake watershed area with landowner contacts and coordination. Assist with landowner site visits as needed. Volunteer Management – Manage volunteer groups, help increase Alliance volunteer capacity for cleanups, native plant implementation and invasive species removals.

Data Management: Collect, store, archive outreach materials for reporting and general storage of Alliance branded materials. Help input metrics to show impacts. Assist Alliance staff with reporting on outreach and education.

National Parks Service- Rivers, Trails, & Conservation Assistance (RTCA) Fellow (Feb. 2020- 2021)

Buffalo National River, Conservation Legacy, & AmeriCorps

Provided technical and graphic support to Midwest RTCA team and Buffalo National River.

Collected data for Buffalo National River, created GIS map to fill critical gaps in facility asset portfolio.

Working to develop and design park brochures, trail & trailhead designs, GIS maps.

Participated in multiple trainings on outreach strategies in an environmental context.

*Received 2020 Segal AmeriCorps Education Award for completing 1700+ volunteer hours

Wilson Springs Development Project (2017)

NWA Land Trust & University of Arkansas Landscape Architecture

Participated in stakeholder and community meetings to begin early site development and trail design.

Created an educational document for nearby home owners to positively impact water quality.

Whitmore Food Hub Project (2016)

University of Arkansas Community Design Center (CDC) & Hawaii Department of Agriculture

Collaborated with CDC staff, architecture & landscape architecture students, Hawaii State government officials and Hawaii Department of Agriculture to develop a food hub design to address the large amount of

food insecurity in the state. Participated in group work, research, site visits, and stakeholder meetings.

Illinois Watershed GIS project (2016)

Studio semester dedicated to studying and mapping surface water and contamination susceptibility in the Illinois River watershed. Created a report containing graphics and written analysis highlighting the factors contributing to contamination within the watershed, and their correspondence with the surrounding land use and storm water management.

American Society of Landscape Architecture Student Social Media Director (2017)

University of Arkansas Landscape Architecture

Coordinated posts to communicate with members of the student group.

Skills

- Adobe Suites (Photoshop, InDesign, Illustrator)
- ArcGIS
- AutoCAD
- Microsoft Office
- Graphic design principles knowledge
- Public speaking & presentation to stakeholders
- Knowledge of NWA region
- Strong writing skills
- Self-motivated
- Ability to work independently
- Arkansas native plant knowledge

Barbara Fraleigh, Administrative Specialist

Barbara Fraleigh joined the Alliance in 2015, working as an outside contractor providing monthly accounting services. In January 2018, she joined the Alliance in a full-time position to provide administrative support for the Alliance's internal business needs. As the Administrative Specialist, Barbara manages the daily accounting and administrative tasks, including accounts receivable, accounts payable, payroll, insurance, budgeting, and tax reporting. Annually, Barbara prepares materials necessary for the annual financial audit and federal and state tax filings, working with the audit firm to ensure compliance with all federal and state accounting requirements. Working closely with the Executive Director and Alliance staff, Barbara assists in coordinating grant programs and budgets, providing the financial tracking and reporting required by these grants. Barbara brings over forty years of accounting and business administration experience to her position with the Alliance, working in both non-profit and for-profit organizations.

Education

University of Arkansas, Fayetteville (1989 – 1991)

Completion of fifty-one hours of study in accounting and finance in the College of Business

University of Arkansas, Fayetteville (1973 – 1977)

Bachelor of Arts, Anthropology and Museum Sciences

Related Skills

- Ability to compile information for accounting, grant writing and general knowledge purposes
- Extensive office organizational and management skills
- Ability to focus and solve problems
- Proficiency in Quickbooks, Microsoft Office, Microsoft Excel, Adobe Acrobat Pro and data management
- Good written and oral communication skills
- Ability to work respectfully with others
- Knowledge of the region and waterways

Larry Berry, Program Director

Larry joined the Beaver Watershed Alliance in October 2022. He holds an undergraduate degree in Environmental, Soil and Water Science and a graduate degree in Crop, Soil, and Environmental Science from the University of Arkansas. Larry's graduate research efforts were awarded Outstanding Graduate MS Student (2018) for the Department of Crop Soil and Environmental Science, as well Distinguished MS Scholar (2018) for the Dale Bumpers College of Agriculture and Life Sciences. Larry has a broad set of conservation and environmental science skills acquired over the course of 14+ years of professional work experience. Larry has extensive experience in project development and oversight. Larry is passionate about preserving and protecting natural resources. He enjoys collaborating with conservation stakeholders, partners, and landowners to accomplish shared goals and objectives.

Education

University of Arkansas July 2021

Master of Science

- Crops, Soil, and Environmental Science Program. Thesis: Impact of Winter-Feeding Hay on Pasture Forage and Soil Biophysical Properties

University of Arkansas December 2010

Bachelor of Science

- Environmental, Soil and Water Science Program, Department of Crop, Soil, and Environmental Science.

Professional Experience

Program Associate, 40hr/week, University of Arkansas Division of Agriculture, Department of Crop, Soils, and Environmental Science, Fayetteville, AR. September 2013 to December 2022

- Managed field and lab research for the Arkansas Discovery Farm Program - Livestock Operations.
- Designed, implemented, and oversaw multi-year (8+ years) studies evaluating effectiveness of agricultural best management practices effectiveness to reduce nutrient and sediment loss via surface runoff.
- Collaborated with agricultural producers and conservation stake holders to develop and implement innovative nutrient reduction strategies.
- Designed, installed, and maintained continuous water quality monitoring stations on Discovery Farms across the State.
- Supervised program technicians, student workers, and interns.
- Compiled, organized, and analyzed water quality parameter and nutrient loading data.
- Evaluated and characterized benefits of agricultural best management practice as they relate to achieving soil and water resource conservation goals.
- Wrote and administered local, state, and federal research funding proposals.
- Develop quarterly and annual reports on project research findings and outcomes.
- Authored or coauthored over 18 research publications and 5 Factsheets.
- Presented research at 19 professional engagements.

Natural Resource Specialist, 40hr/week, Watershed Conservation Resource Center, Fayetteville, Arkansas. May 2009 to September 2013

- Fluvial geomorphologic data acquisition and assessment including soil and alluvium substrate chemical and physical characterization, watershed delineation and land-use-land-cover analysis,

stream physical property determination, stream type characterization, riparian buffer assessments, streambank profiles and erosion monitoring, and stream topographic and longitudinal profile surveys.

- Drafted technical design specification and site construction drawings for permit applications and stream restoration plan development under direct supervision of the lead Project Engineer.
- Project Coordination including development of material and supply requirement estimates, arranged heavy equipment rentals, procurement of 3rd party contractor services, supervised site construction, developed and implemented riparian revegetation plans, sourced native plants, facilitated volunteer planting and river stewardship events, supervised restoration team to maintain stream restoration project sites.

Undergraduate Field and Lab Technician, 30hr/week, University of Arkansas, Department of Crops, Soil, and Environmental Science, Fayetteville, AR

- Assisted with various lab and field experiments involving the effects of endophytes on forage grasses in drought conditions, as well evaluating the feasibility of using native grasses for alternative energy sources.
- Responsible for keeping experimental forage plots watered, fertilized, and trimmed.

Professional Activities, Awards, and Certifications

- Rosgen Level I Applied Fluvial Geomorphology (October 2011)
- Remote Pilot's Certification, FAA, 120+ hours of flight on 4 different UAV platforms (2017-present)
- Board of Directors, Beaver Watershed Alliance May 2022 to October 2022.
- Arkansas NRCS State Technical Committee (2016 to present)
- Arkansas NRCS Water Quality Sub Committee (2016 to present)
- One Good Idea, Content Reviewer, (2021 to present)
- John W. White Outstanding Team Award, 2021
- State Team Award, Arkansas Extension Excellence Award (Jan 2021)
- Awarded Outstanding Graduate MS Student of the Dept. of Crop, Soil, and Environmental Science (Mar 2018)
- Awarded Distinguished MS Scholar for the Dale Bumpers College of Agriculture Sciences (Mar 2018)
- GIS Certificate, Regression Analysis Using ArcGIS, Surface Modeling, Dynamic Maps in ESRI for Office (2016)
- American Forage and Grassland Council (Jan 2021 to present).
- Soil and Water Conservation Society (2020 to present).
- American Society of Agronomy, Crop Science Society of America, Soil Science Society of America (2017 to present).
- Coached youth soccer for Fayetteville Park and Recreation (2015-2016)
- Environmental Professional Intern (EPI) Exam (Passed, March 2011)
- Soil Science Society of America's Fundamentals Exam. (Passed, Spring 2010)
- GIS Certificates, Basics of Raster and Geostatistical Analysis (2009)

Emily Finley, Urban Watershed Specialist

Emily joined the Beaver Watershed Alliance in Spring 2023. She holds a Masters of Design with Concentration in Resiliency, from the University of Arkansas, Fay Jones School of Architecture + Design and Bachelor of Landscape Architecture from Mississippi State University.

Emily worked to develop Diversity, Equity, and Inclusion (DEI) Research during her time with the University of Arkansas. She has a broad set of conservation design and environmental science skills tied to environmental land use planning, foundations of sustainability, health and wellness in the built environment, design leadership, and more. Emily also led training sessions for the unhoused community to learn to remove invasive species in a subwatershed area through the Pick Me Up Program and has led several environmental stewardship events through her work with the Alliance.

Emily aims to effectively contribute to the important work of community-based sustainability and conservation efforts. Whether through design, policy, or community education, her passion has long been to connect people to the natural world around them.

Education

Masters of Design with Concentration in Resiliency, 2021 - current
University of Arkansas, Fay Jones School of Architecture + Design

Bachelor of Landscape Architecture, 2012-2016
Mississippi State University, 3.9/4.0 GPA

- American Society of Landscape Architects (ASLA) member since 2016
- Relevant graduate level courses: Environmental Land Use Planning, Foundations of Sustainability, Health and Wellness in the Built Environment, Design Leadership, etc.
- Olmstead Scholar, Undergraduate, 2016
- ASLA Merit Award, Mississippi, 2016
- Study Abroad in Paris and the Netherlands, Summer 2014, studying Gardens and Urban Spaces

Professional Experience

Urban Watershed Specialist
Beaver Watershed Alliance
March 2023 - present

Diversity, Equity, and Inclusion (DEI) Research Assistant
Fay Jones School of Architecture + Design (FJSA+D)
Feb. 2022 - September 2022

Landscape Designer
Four Seasons Landscaping
Feb. 2018 - June 2021

Project Designer
CEI Engineering
June 2016 - Feb. 2018

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