

River Waves

FALL 2009

VOLUME 6 ISSUE 2

ORF Launches *Protect Our Water* Campaign

Over the last two years, evidence indicates that government pollution prevention and enforcement programs are not working well. Reports by USEPA, Environment America Research & Policy Center, and The New York Times indicate that:

1. In 2007, polluters dumped 31 million pounds of toxic chemicals into the Ohio River making it the most toxic river in the country
2. Violations of the Clean Water Act are going unprosecuted
3. 49% of lakes and reservoirs are contaminated above EPA safe levels

**WE NEED
YOUR
HELP TO
FUND THIS
EFFORT!**

**PLEASE DONATE
TODAY AT
WWW.OHIORIVERFDN.ORG
or use the enclosed envelope**

Amazingly, in some cases this is permitted pollution; however, the number of permit violations appears to be growing. Unfortunately, the political will to enforce water pollution laws has waned and is now further stressed by economic recession and shrinking government budgets. So, ORF will now undertake an independent investigation to identify polluters threatening our waterways and drinking water supplies, and force compliance with the law.

Visit www.ohioriverfdn.org for links to the reports.



Students point out location for their rain garden project.

Education Programs Reach 3,000 Student Milestone

Ohio River Foundation education programs now reach 3,000 students per year! After only 4 years ORF is now the leading provider of Ohio River watershed education. Wonderful Watersheds (in-classroom program) and School Rain Gardens programs have expanded our offerings to where we now spend more than 12,000 hours teaching Ohio River watershed science to students throughout the Greater Cincinnati area.

From the Executive Director



In 2009, Ohio River Foundation became a WaterSense Partner with the USEPA in order to promote the use of water efficient products. We believe it is important not only to educate, inform and advocate, but also enable people by providing access to high efficiency products not readily available elsewhere.

Whether directly used in flushing toilets, baths, or showers, or indirectly in the manufacture and growing of foods we eat or products we use, we each use thousands of gallons of water each day (see Water Footprinting p.8). By using products that are more efficient, we can be successful in reducing the stresses on our natural resources. One way Ohio River Foundation can involve people in improving our environment is by providing access to efficient products that don't sacrifice performance.

Currently, billions of dollars are being spent and many more are earmarked for water treatment. These dollars are already reflected in annual increases in water utility rates. By reducing the amount of wastewater being treated, we can lower these costs. Furthermore, by using more efficient products we can lower our own water usage and energy costs.

Therefore, we are delighted to announce that ORF is launching Save Water. Save Energy. Save Money. This program will start by subsidizing the cost of high performance high efficiency showerheads (see p. 3). Just one showerhead has the capacity to reduce

household water use by 10,000 gallons per year. Obviously, this also reduces household wastewater by 10,000 gallons – which means fewer gallons of wastewater entering sewer pipes and less opportunity for sewer overflows.

Furthermore, homeowners will also save on hot water heating for the shower. Thus, energy is saved and heating bills are lowered. Within the first few months of use, the showerhead will pay for itself in money saved for its homeowner. It's a win for the homeowner. A win for local utilities. And a win for the environment.

Let's be clear. This is no silver bullet that tries to imply a cure-all for all our water and energy problems, but imagine the cumulative impact it can have if millions of households had energy and water efficient products. We will be better able to control and reduce the overall cost of pollution, energy, and water. We all need to do our part. Replacing our wasteful appliances with efficient ones is a step in the right direction – and saving money on utility bills is a great incentive!

Our quality of life, and that of our children, just got a whole lot better.

For the River,



Rich



River Waves is published by Ohio River Foundation. Ohio River Foundation is a citizen led, non-profit, non-governmental organization that works through education and conservation programs to protect and improve the natural condition of the Ohio River and its tributaries for the health and enjoyment of present and future generations.

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***River Waves* Designer:** Renee Kinkopf

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Save Water. Save Energy. Save Money.

The countdown continues to the launch of the midwest's largest showerhead replacement program. In just a few months, ORF will start delivering thousands of high performance high-efficiency showerheads to citizens in OH, KY, and IN. Then, through our soon-to-be updated website, ORF will offer these showerheads at rock bottom prices.

Each showerhead can reduce household water use by thousands of gallons per year and save you energy costs by not having to heat all that water you won't be using!



**TO RECEIVE
THIS EXCLUSIVE
OFFER EMAIL**

ORF@OHIORIVERFDN.ORG



**SAVE
UP TO
40%**

**on water and
energy costs***

TURN OVER FOR AN EXCLUSIVE OFFER

*Water and energy savings are for associated showerhead use comparing 1.5 gallon/minute showerhead vs. standard 4.0 gallon/minute showerhead. Water treatment costs calculated at \$3/1,000 gallons (includes waste water). Electric savings calculated at \$0.12 per kWh.

Front cover to ORF showerhead flyer.

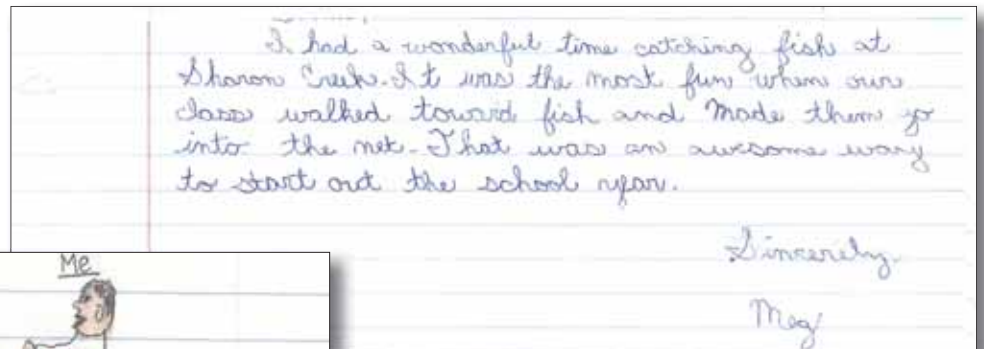
Thank you to the following schools for participating in **River Explorer, Wonderful Watersheds, and School Rain Gardens in 2009,** and making it our most successful year!

Bright Elementary School
Cincinnati Waldorf School
Cincinnati Hills Christian Academy
Clough Pike Elementary School
E.H. Greene Intermediate School
Glen Este Middle School
Highlands High School
Home School Groups
John Foster Dulles Elementary School
Mason Middle School
Nagel Middle School
Oyler Elementary School

Ripley Union Lewis Huntington High School
Rockwern Academy
Sacred Heart of Jesus School
St. Antoninus Elementary School
St. Gabriel Consolidated School
St. Michael Catholic School
St. Susana School
Seven Hills Academy
Sycamore High School
Versailles Montessori School
Williamsburg Elementary

We regularly receive artwork and letters from students thanking us for enjoyable educational experience. Here is a sampling...

"I've seen dark colored bumps on rocks before but I had know idea they were animals. Thank you for making the field trip last Friday amazing."



"...I had an amazing experience catching fish with the seines. When you put all the fish we caught into tanks it was a fun challenge to figure out what species they were. I never knew how many fish were in Sharon Creek!"

"I really enjoyed learning about how we could use less water, and how hard it would be to get water if we didn't have pumps."

"It was really fun searching for crawdads, macroinvertebrates and snakes. I learned a lot about the creatures inside the creek, where they hide, and what they look like. It was also enjoyable to use the microscope. Some of that stuff looks weird."

"I hope that I will be able to make a difference for the environment"

"I especially liked when we got to look at the macroinvertebrate under the microscope."

Education Programs Continue to Set Records

River Explorer has wrapped up another record breaking season with more than 1,200 students participating in 20 field trips on 5 different rivers! This increase in fall participation coupled with last spring's Explorers makes this year's total almost 2,000 student River Explorers!

More than 40 schools now participate in our education programs.

In 2009, we also introduced Wonderful Watersheds. More than 800 teachers and students are happy we did and are our first-year participants in the program! This in-school program brings the watershed and difficult environmental concepts to life in the classroom. It is an extremely cost-effective favorite as school budgets tighten and it is the perfect cold weather "field trip!"

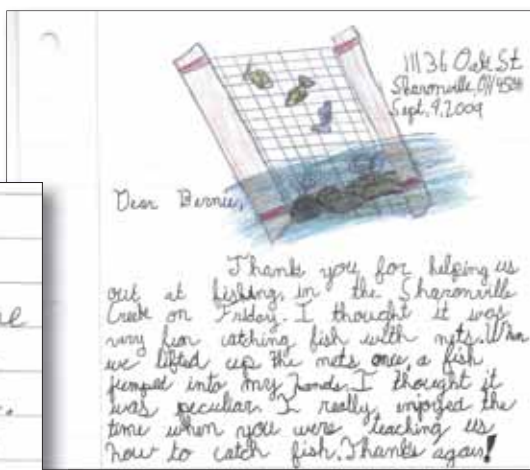
Rounding out the education program this year was the School Rain Gardens program (page. 6). It was a hugely successful launch of this pilot program and we're already receiving applications for 2010!

Wonderful Watersheds
(ORF's in-classroom hands-on educational experience)
is now accepting registrations for visits
November 1 thru April 1.

Registration is now open for River Explorer 2010 field trips.

To register today contact
Erin Crowley at
educator@ohioriverfdn.org

Thank you for making my day great last Friday at Sharon Creek. I really enjoyed fishing. We caught some really awesome fish. My favorite part was herding the fish into the seine. It was a great way of fishing. That was a lot of fun and thanks again for your time.



Thank you for taking us on an exciting fishing adventure in Sharon Woods. Our group had so much fun especially when we all fell in to the water. Now once my family goes there I am going to go straight into the little pools of water with my net.

Sincerely,
Jainie



Rain Gardens Go To School



Four more rain gardens have found homes at area schools thanks to our School Rain Gardens Program. More than 750 students participated with hands-on design, installation instruction and in-classroom programming from ORF educators. These schools share our desire to use rain gardens as both outdoor learning labs for students and as demonstration projects for their communities. Rain gardens provide low-cost options for reducing stormwater pollution.



Sycamore HS students along with ORF college intern and Sycamore Alum Alex Cramer (above), installed a highly effective rain garden (right) that captures and filters runoff from a school parking lot outfall.



One of six participating Nagel Intermediate School classes takes a break during its rain garden installation.

Rain Gardens Take Root in Kentucky

ORF Community Rain Garden Program installed 4 rain gardens this year in Kentucky. The largest rain garden in Kentucky now resides at Northern Kentucky University, measuring a modest 1,500 sq. ft. Broadening our reach further, the other 3 rain gardens were installed in Shelbyville and Louisville (article below). This activity now brings our two-year rain garden total to 11 gardens and 8,400 sq. ft. designed and installed. A five thousand sq. ft. installation awaits in 2010. Thank you to volunteers Melinda Chamberlain and Gary Mustain for their assistance to us, schools, and students on these projects.

By MARTHA ELSON
Courier-Journal

(This article is re-printed in-part)

Sally Marcum's children played in Kennedy Court Park in Crescent Hill, and now her grandchildren play there, too. She recently joined with a group of neighbors and other park supporters to create two rain gardens at the park, which is at 225 Kennedy Ave., off Frankfort Avenue.

The volunteers did their planting at the recent work session under the guidance of Sara Ernst, Rain Gardens Program Manager for the nonprofit Ohio River Foundation in Cincinnati. The Foundation works to protect and improve the Ohio River and its watershed.

Jerry Heston Salon on Frankfort Avenue raised \$3,500 with a raffle and other special offers to bring the Foundation to Louisville through its affiliation with Aveda (a hair and skin care company that promotes products and projects that are good for the environment).

The rain gardens are designed to catch runoff and use it to water new plantings, instead of flooding the recessed playground area and the park entrance area.

TO SPONSOR A RAIN GARDEN IN YOUR COMMUNITY in 2010,
CONTACT SARA ERNST, ORF RAIN GARDENS PROGRAM MANAGER, AT raingarden@ohioriverfdn.org **TODAY!**



Homeowners in Kennedy Court work to install one of two rain gardens in their central park.



Sara Ernst led a team of NKU employees to install a kidney-shaped rain garden.





Water Footprinting

Taking a Cue From Carbon Tracking, Companies and Conservationists Tally Hidden Sources of Consumption

By ALEXANDRA ALTER
Wall Street Journal, 2009
(*This article is re-printed in-part*)

It takes roughly 20 gallons of water to make a pint of beer, as much as 132 gallons of water to make a 2-liter bottle of soda, and about 500 gallons, including water used to grow, dye and process the cotton, to make a pair of Levi's stonewashed jeans. Though much of that water is replenished through natural cycles, a handful of companies have started tracking such "water footprints" as a growing threat of fresh-water shortages looms. Some are measuring not just the water used to make beverages and cool factories, but also the gallons used to grow ingredients such as cotton, sugar, wheat, tea and tomatoes.

The drive, modeled partly on carbon footprinting, a widely used measurement of carbon-dioxide emissions, comes as groundwater reserves are being depleted and polluted at unsustainable rates in many regions. Climate change has caused glaciers to shrink, eroding

vital sources of fresh water. And growing global demand for food and energy is placing even more pressure on diminishing supplies.

In the U.S., water managers in 36 states anticipate shortages by 2013, a General Accounting Office report shows. Lately, water footprinting has gained currency among corporations seeking to protect their agricultural supply chains and factory operations from future water scarcity.

A cup of coffee takes roughly 35 gallons to produce. A cotton T-shirt typically takes 700 gallons. A typical hamburger takes 630 gallons of water to produce -- more than three times the amount the average American uses every day for drinking, bathing, washing dishes and flushing toilets. The bulk is used to grow grain for cattle feed.

A large water footprint isn't necessarily bad if the product is made in an area where water is plentiful and well managed.

Almost all of the water that goes into crops and food production is returned to the water cycle, either as evaporated water or in the form of polluted runoff. But it is temporarily unavailable for other uses, and may not be restored to the same aquifer, lake or river if it comes back as rainfall in another region. That poses problems for water-scarce areas.

Despite the challenges involved, water footprinting is poised to grow. Unilever PLC, which owns 400 food and household brands, estimates that it saved about \$26 million by reducing water waste in its factories from 2001 to 2007. Recently, the company has started reducing water used to grow ingredients for its Lipton Tea and Ragu tomato sauce by using drip irrigation to grow black tea in Tanzania and tomatoes in California. Such efforts stand to have a significant impact: Unilever buys 7% of the world's tomatoes, and 12% of the world's commercial black tea.



**TO FIND OUT HOW TO SAVE UP TO 40%
ON WATER AND ENERGY COSTS, PLEASE SEE PAGE 3**



Paddlers enjoying a tributary trip on Big Indian. (GORP Photos by Andy Betts)

GORP – A Delicious Experience

Beautiful weather accompanied 150 paddlers in this year's Great Ohio River Paddle. Paddlers and generous sponsors raised \$14,300 to help support ORF's work to protect and improve the condition of the Ohio River. The weather was perfect as the ORF education team led paddlers on an ecological safari along the Ohio River.

We again acknowledge the generous support of event sponsors Dick's Sporting Goods, Ohio Dept. Natural Resources – Division of Watercraft, Enterprise Rent-a-Truck, and McCabe's Granola. Plans are already being considered for next year's event. To lend a hand and volunteer your support contact us at orf@ohioriverfdn.org.



GORP paddlers gather at Neville boat ramp.

Aveda and ORF Collaboration a Fundraising Success



(Pictured from right to left) ORF Executive Director Rich Cogen and Aveda GSV Salon owner Gale Smith congratulate Prius raffle winner Kathleen Walker. (Photo by Rachel Cogen)

The 2009 Ohio River Foundation Toyota Prius Raffle Winner is Kathleen Walker of Massillon, OH. Thousands of tickets were purchased by Aveda customers at salons and stores throughout Ohio. Additional fundraisers were conducted by more than 100 Aveda Institutes, Stores, salons, and affiliates in OH, IN, and KY. Customers donated more than \$100,000 to support Ohio River Foundation's advocacy and conservation programs. Aveda customer donors will be the first participants in ORF's Save Water. Save Energy. Save Money program. The first product offering in that program will be high performance high efficiency showerheads (see p.3). Thank you again to all Aveda donors and participating salons and stores!

THANK YOU TO OUR AVEDA CUSTOMER DONORS

Donate to ORF:

Add your name to this list of people who care about clean water and a better future.

DONOR ROLLS *Donations received since November 1, 2008 - October 31, 2009*

We're thankful for the support given to us by the following foundations, companies, and individuals, without whom our important work would not be possible. The Ohio River Foundation depends upon the support and generosity of individuals, foundations, and businesses to achieve our conservation mission. Ohio River Foundation is the only non-profit conservation organization dedicated specifically to protecting and improving the water quality and ecology of the Ohio River and its watershed. Ohio River Foundation is a 501(c)3 non-profit organization. EVERY DONATION COUNTS.

\$10,000 AND OVER

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Casal's DeSpa & Salon
Charles Dater Foundation
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USEPA

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Pure Concept Salon-Mane Attractions
Toyota Foundation
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\$1,000 TO \$4,999

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Phia Salon
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WHAT IS YOUR WATER FOOTPRINT?

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