8:00 – 8:30 am  Attendee Check-In

8:30 – 12:00 am  Eric Shulenberger, Ph.D., J.D.
- Strategy & Tactics
- Elements of a Successful Proposal
- Basics of Successful Writing

10:00 – 10:15 am  Morning Break

12:00 – 1:00 pm  Lunch (provided)

1:00 – 1:30 pm  Grant Reviews and Important Proposal Elements
David Dunn, Financial Engineer, Water Quality Financial Management
Washington State Department of Ecology

1:30 – 2:00 pm  Writing Stormwater and Water Quality Grants: An Applicants Perspective and Advice
Doug Rice, Public Outreach Lead, Natural Yard Care Neighborhoods Manager, King Co. Dept. of Natural Resources & Parks, Stormwater Services

2:00 – 2:30 pm  Writing Your Next Grant – Part I:
Creating the Abstract or Narrative Brief (50 words)
Led by: Tanyalee Erwin, Manager, Washington Stormwater Center and WSU Office of Grants and Research Development staff

2:30 – 2:45 pm  Report Out (Group Discussion)

2:45 – 3:00 pm  Afternoon Break

3:00 – 3:45 pm  Writing Your Next Grant – Part II:
Creating the Executive Summary (250 words)
Led by: Tanyalee Erwin, Manager, Washington Stormwater Center and WSU Office of Grants and Research Development staff

3:45 – 4:00 pm  Report Out (Group Discussion)

4:00 – 4:30 pm  Idea Exchanges and New Project Development

*Optional Proposal Review Opportunity
Dr. Eric Shulenberger will be available from 1:30-4:00 to individually review prepared preliminary drafted proposals or discuss upcoming project ideas.
ABOUT OUR PRESENTERS AND FILMMAKER...

ERIC SHULENBERGER, PHD, JD

Dr Eric Shulenberger has a PhD in biological oceanography (Scripps Institution of Oceanography), is a California attorney, and has been a high-tech businessman. He knows both sides of the funding desk well. He was a federal research program manager for seven years, and has read many thousands of proposals. He has reviewed preliminary and full proposals for many agencies, written requests for proposals, developed and critiqued long-term program goals, and participated in many site reviews. He supported himself and an extensive Antarctic research program on 100% grant monies for many years. He has been on staff at UW (Seattle) for thirteen years, assembling teams to write complex multidisciplinary research proposals (up to 25 co-investigators, $86M). He regularly teaches proposal strategy, tactics and writing. He draws on his unusually well-grounded, extremely practical, and blunt perspective as to what works, what does not work, and WHY.

DAVID DUNN P.E.

David Dunn is currently employed as a Financial Engineer for the Department of Ecology's Water Quality-Financial Management Section. Mr. Dunn manages performance and provides engineering oversight for projects funded by the Department. Previously Mr. Dunn served as a design review engineer and permit manager in the Department of Ecology's Central Regional Office. He has had been with the Department of Ecology for ten years, previously having worked as a consulting engineer. Mr. Dunn received his bachelor’s degree in Chemical Engineering and a master’s degree in Environmental Engineering from the University of Utah.

SHELLY SOLOMON

Shelly Solomon is a biologist, landscape architect, water quality restoration specialist and an environmental filmmaker. Ms. Solomon started Leaping Frog Films to “Get the Word Out”, about positive environmental action.
DOUG RICE, B.L.A.

Public Outreach Lead, Natural Yard Care Neighborhoods Manager; King County Dept. Natural Resources and Parks, Stormwater Services; King County, Washington

Doug has 15 years experience in advertising and marketing and 18 years experience in outreach/education. Doug created the Bert the Salmon campaign around natural yard care awareness. Doug later developed the Natural Yard Care Neighborhoods concept and program—an award winning “social marketing” program which packages a whole assortment of governmental messages, i.e. waste reduction, water conservation, soil improvement, pesticide abuse, drought tolerant plant use, and combines them with cutting edge techniques of garden care. The program directly benefits homeowners, but also involves them in specific behavior changes that ultimately protect the environment as well as public health. He has in-depth experience with program development, implementation, evaluation and cross jurisdictional partnerships. Doug’s TV program—Yard Talk, together with co-host Greg Rabourn—is now syndicated in 20 statewide local public access networks. Currently, he just finished implementing a million dollar grant, the largest of its kind devoted to public outreach and education in State history. This stormwater grant created the Puget Sound Starts Here campaign, coined by Doug. This led to supportive grants from the Puget Sound Partnership which is now taking the campaign to its second level. At the moment, Doug is implementing a G.R.O.S.S. Grant (Grants of Regional Or Statewide Significance) to create an active campaign to get people to check for vehicular oil leaks.

TANYALEE ERWIN

Ms. Erwin is Manager of the Washington Stormwater Center and a Research Associate at Washington State University Puyallup Research and Extension Center. She holds dual roles as a faculty member working on fecal coliform pollution in salmon-bearing streams and as the manager and developer of the Washington Stormwater Center. Most recently, she was senior staff on a project to develop the nation’s largest Low Impact Development research and education facility at the WSU Puyallup campus. She joined the WSU team in 2005 after a previous career in management and marketing where she was responsible for multiple departments and staff and large-scale corporate budgets. She holds a BA from Northwestern University, a BS from University of Washington, an MBA from Pacific Lutheran University, and an MS from Washington State University.