

Center for Conservation Incentives

Description of Selection Process

In December 2002, DDCF awarded a \$5 million grant over five years to Environmental Defense to manage the Center for Conservation Incentives, a comprehensive program to promote more effective and efficient incentives for biodiversity protection. The award was recommended by an expert panel (listed below) that reviewed eight letters of intent in August 2002 and invited proposals from three finalist organizations – *Environmental Defense, National Wildlife Federation and Defenders of Wildlife*. In November, the panel met to review the proposals based on the following criteria:

- Quality of overall plan.
- Clarity of vision for increasing quantity and effectiveness of biodiversity funding through incentives.
- Clarity of vision in defining biodiversity.
- Clarity in the use of mapping and analysis for biodiversity priority setting.
- Feasibility and effectiveness of demonstration projects.
- Clarity of plans for assessing the center's effectiveness.
- Effectiveness of plan in leveraging federal funds and other available funding.
- Skills, experience and capacity of proposed staff.
- Organizational track record with similar efforts.

The Advisory Panel included the following experts (bios attached):

- **Ashley Boren** - Executive Director, Sustainable Conservation
- **Paul Johnson** - Independent Farmer
- **Dennis Murphy, Ph.D.** -
Research Professor, Biology, University of Nevada, Reno
- **David Swaim** - Independent Agronomic Consultant
- **Bradley Whitehead** – Senior Fellow for Economic Development at The Cleveland Foundation, and former Director of McKinsey and Company

Advisor Details

Advisor Bios:

Ashley Boren, Executive Director, Sustainable Conservation

Ashley Boren is currently the Executive Director for Sustainable Conservation, a non-profit organization dedicated to finding new solutions to environmental problems by employing the incentives and capabilities of the private sector. Prior to joining Sustainable Conservation in 1997, she worked for seven and half years at Smith & Hawken in the areas of new business development, inventory planning, and retail merchandising. Ashley also has worked for the The Nature Conservancy in California where she was responsible for program development and fundraising. She received a BA in Human Biology (with concentrations in plant ecology and environmental policy) from Stanford University. She later returned to Stanford and received a MA in Business Administration and a Certificate in Public Management, as well as a MA in Applied Economics. Ashley serves as a trustee of the Robert and Patricia Switzer Foundation and formerly chaired the board of Stanford Business School's Alumni Consulting Team.

Paul Johnson, Independent Farmer

Paul Johnson and his family have owned and operated Oneota Slopes Farm near Decorah, Iowa since 1974. Their operation has involved dairy, corn, soybeans, hay, beef cattle, sheep, and Christmas trees. He served three terms in the Iowa State Legislature, and was Chief of the Soil Conservation Service (now the Natural Resources Conservation Service) at the USDA. Paul also served as the Director of the Iowa Department of Natural Resources. He served two terms on the National Research Council's Board on Agriculture where he reviewed the NRC report on Alternative Agriculture and took part in the development of the National Research Initiative Competitive Grants Program. Paul is a past ex-officio member on the Committee on Long Range Soil and Water Conservation Policy and implemented many of its recommendations while NRCS Chief. Paul earned a BS and MS in Forestry from the University of Michigan and conducted doctoral research in tropical forest ecology in Costa Rica. He holds an honorary doctorate from Luther College in Decorah, Iowa. He served as a Peace Corps Volunteer in Ghana.

Dennis Murphy, Ph.D. Research Professor, Biology, University of Nevada, Reno

Dennis Murphy is a research professor in biology with interests in conservation planning, endangered species, endangered species, invertebrate conservation, reserve design and management. He currently conducts studies investigating the impacts of livestock grazing on riparian communities. In particular, he uses butterflies as surrogate taxa to assess ecosystem health. In his previous position as director of the Center for Conservation Biology at Stanford University, Dennis conducted wide-ranging conservation biology programs in sites as diverse as Ecuador, Guatemala, and Madagascar. He was the lead science advisor to California's first Natural Communities Conservation Planning effort and was instrumental in developing a reserve design and management plan to protect southern California's imperiled coastal sage scrub ecosystem. Dennis also served on the Thomas Committee which was enjoined by Congress to provide a "scientifically credible plan to conserve the northern spotted owl," and on the National Park Service's Bighorn Sheep Advisory Committee. While at Stanford, he convened a series of workshops that focused, among other things, on the use of incentives in private lands conservation. Dennis received in Ph.D. in biology from Stanford and his BA in Entomology from the University of California at Berkeley.

David Swaim, Independent Agronomic Consultant

David R. Swaim has been an independent crop consultant for 25 years working with a wide diversity of farming operations in west central Indiana. His technical training was in Agronomy at Purdue University and the University of California, Davis. For the past seven years, he has represented Purdue University as a part-time extension specialist while continuing to serve several long-time farmer clients. His projects promoting alternative farming ventures in southeast Indiana focused on developing supplementary sources of income for struggling farm families, especially the growing and marketing of horticultural products. He currently works part time for the Purdue Center for New Crops and Plant Products and for Historic Hoosier Hills RC&D. He is the founding president of Indiana Sustainable Ag Association and chairs both the administrative council for USDA's NCR-SARE program and the National Sustainable Ag Network. Dave serves on the board for the Thomas Jefferson Agricultural Institute based in Columbia, Mo. and works with various entrepreneurs on new agricultural enterprises. He and his wife Carla live on a wooded tract near Sugar Creek 5 miles southeast of Crawfordsville. He assists with the management of his family's farm of 320 acres adjacent to Turkey Run State Park in Northern Park County Indiana.

Brad Whitehead, The Cleveland Foundation

Brad Whitehead is a Senior Fellow for Economic Development at The Cleveland Foundation. In this role, he works with business, political, academic, and community leaders on Greater Cleveland's economic development agenda. Brad began in this role in March of this year and he has a two-year appointment. Prior to joining the Foundation, Brad was a Director at the international management consulting firm of McKinsey and Company. At McKinsey, Brad helped to found the Firm's Environmental Practice. He also worked with a range of clients on corporate strategy, operations and organizational issues. His clients included large corporations and small entrepreneurial firms. Brad has been a resident of Northeast Ohio since 1982, with interludes in Spain, Boston, Zaire, and Brazil. He has a wife, Amy, and four children: Hannah (13), Noah (11), Benjamin (7), and Gabriel (7). They currently live in Shaker Heights. Beyond economic development and his family, Brad's passions are cycling, comparative religion, coaching, and reading. He wishes he were more artistic.