



From WHAT IS, to WHAT COULD BE

Mission: The time has come for a generational shift in restoring, renewing, and celebrating the future of Russian River Watershed. From headwaters to ocean, we depend upon this river system, our most pivotal of our Natural Resources, for the water we drink, the food we eat and the beauty that surrounds us. Indeed, the only way to ensure a healthy future for our environment, our economy, and our community is through committing to the regeneration of our river and watershed. Put simply, sustainability is not enough. We must support a thriving ecosystem, not one that merely survives, and the only way to achieve such impact is to synthesize our resources, our passions, and our intentional actions into collective results. This is our moment in time to create a confluence.

Purpose: The Russian River Confluence endeavors to fuel this movement by inspiring a series of 'beyond sustainability' conversations, gatherings, and strategy sessions intended to tap the collective capacity of the Russian River Watershed community. The Russian River Confluence will engage you as a stakeholder in the watershed, encourage storytelling and identify actions to promote a holistic approach to the watershed that ensures its resiliency and renewal. We invite you to join us in sharing your expertise, creativity and your drive to make this point in time the turning point for the River's future health.

Who Should Attend: The Russian River Confluence will attract a diverse alliance of attendees including, but not limited to, federal, state and regional policy makers, representatives and leaders from Native American Tribal communities, water and wastewater service providers, nonprofit organizations, Resource Conservation Districts and representatives from numerous business, agriculture, energy, timber, arts and cultural efforts underway in the watershed. We look forward to hosting 175-220 attendees.

Confluence Goals/Objectives: A series of speakers and facilitated sessions that will explore:

- Reconnecting with our Watershed: Stories of the Russian River Watershed
- Beyond Sustainability: Our Place in the Watershed
- Developing a collective impact model and action plan for Watershed and River Health.

The Confluence will seek to promote the development of a Seven Generation Plan for the Russian River Watershed. Seven generation stewardship is a concept that urges the current generation to live and work for the benefit of the seventh generation into the future (about 150 years) and decide whether the decisions they make today would build into a sustainable, thriving future for our children and the generations that follow in their footsteps.

Who We Are: Presented by the County of Sonoma, in partnership with (I'd love to add Mendocino County here if they agree), Tribal Partners (again, I've talked with many Tribal Governments and organizations, and would love to add whomever ultimately wants to sign on formally), Economic Development Board, Regional Parks, Agricultural Preservation and Open Space Agency, Sonoma County Water Agency, LandPaths, Russian Riverkeeper, Sonoma and Gold Ridge Resource Conservation Districts and The Story of Place Institute.