



UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources



2022 CALIFORNIA NATURALIST CONFERENCE



A convening of California Naturalists and Climate Stewards from around the state

2022 Statewide Conference Prospectus

Granlibakken Tahoe Hotel, Tahoe City, CA
October 7-9, 2022



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About the UC California Naturalist Program

The 2022 UC California Naturalist Program Statewide Conference is a perfect opportunity to reach and align with the growing numbers of Californians working to build a more sustainable and resilient future. Our community of over 5,700 instructors, naturalists, and climate stewards are leaders and facilitate change in their communities. With over 55 active partner organizations from 27 counties, our program continues to grow reaching 800 new participants each year. The Statewide Conference focuses our attention and brings many together to reconnect, re-energize, and re-commit.

The Statewide Conference is also a forum for presenting and discussing new research and developments in biodiversity conservation and building resilience to climate change. Armed with this information, our community delivers over 30,000 hours of volunteer service each year, with a value of over \$1 million to the state of California. Our naturalists, stewards, and partners represent and engage a diverse cross section of our population. They promote public participation in scientific research, conduct outreach and education to build informed communities, and serve as catalysts for civic engagement by connecting the public to state and local government initiatives.

When you support the UC California Naturalist Programs Statewide Conference you are supporting discovery, lifelong learning, public engagement, volunteer service, resilient communities, and the stewardship of everything that makes California a great place to live, work and visit.

Help ensure that everyone in our community - regardless of the ability to pay - can access and participate. We offer a series of sponsorship opportunities to enhance your visibility. Commit to sponsorship early to maximize your impact, and take full advantage of year-round visibility through pre-conference marketing and communication. Thank you for your commitment to supporting our community of stewards as they work toward a more sustainable and resilient future for all of us.



Since the inaugural 2014 conference, the California Naturalist Program has partnered with 55 organizations statewide to offer additional courses. Caterpillars denote courses in development.

Overview

Observe nature. Foster partnerships. Plan for change.



The UC California Naturalist Program and the 2022 conference steering committee invite you to the Granlibakken Hotel in Lake Tahoe, California, October 7-9, 2022, for our statewide conference.

This is a unique opportunity to sponsor the UC California Naturalist Program's statewide conference in Northern California. The conference is at the heart of our rapidly growing network. It provides a forum for presenting and discussing new research and developments in natural history, stewardship, citizen science, global change, environmental education, and interpretation to address California's environmental challenges. We expect participation from over 400 certified California Naturalists and attendees engaged with environmental teaching, stewardship, and citizen science across public and private lands, schools, and informal science institutions.

Support the 2022 California Naturalist Statewide Conference, because environmental education and stewardship take community involvement! We offer you a series of sponsorship opportunities to enhance your visibility. Commit to sponsorship early to maximize your impact, and take full advantage of year-round visibility through pre-conference marketing and communication. Thank you for your commitment to California's ecosystems and communities.

- **Friday, Oct. 7 - Advanced trainings & opening reception**
- **Saturday, Oct. 8 - Concurrent & plenary talks; poster presentations & reception**
- **Sunday, Oct. 9 - Field trips**



**“Our week-long California Naturalist class was a grand
adventure. It was an experience that redirected my life.”**

California Naturalist immersion course participant

Venue



Granlibakken Hotel Tahoe City, California

We will be meeting on land that is the center of the Washoe Indigenous Nation

Local co-hosts

Hosting and organizing a statewide conference such as this could not be done without the dedication and support of many volunteers and organizations. We are pleased to be working with organizations local to the Tahoe area that provide unique perspective for all attendees. These organizations include:

- Acorn Naturalists
- Tahoe Environmental Research Center (TERC)
- Lake Tahoe Community College
- Sagehen Creek Field Station



These organizations are committed to preserving the Tahoe region and advancing the natural history, conservation, and ecosystem knowledge of the Tahoe region through science, education, and outreach.

Steering committee

The 2022 California Naturalist Program conference has attracted the support of many organizational representatives from the University of California, state agencies, museums, land trusts, conservancies, California State Parks, and Certified Naturalists. Such local support will guarantee the success of our statewide conference.

Plenary talk from Wade Crowfoot

California's Natural Resources Secretary Wade Crowfoot plans to give a plenary talk. He oversees an agency of 21,000 employees who protect and manage California's natural environment.

Nestled in the majestic Sierra Nevada mountains near Tahoe City, the Granlibakken Tahoe hotel is a destination unto itself. The hotel is located within minutes to Lake Tahoe and is the only hotel that intersects with one of the most iconic and beautiful recreation trails in the world, the Tahoe Rim Trail. Conveniently located 90 minutes from Sacramento, the Granlibakken Tahoe hotel is easily accessible.

Lake Tahoe is the largest alpine lake in North America and trails only the Great Lakes in volume. The Sierra Nevada mountains are known for their mixture of forests, meadows, brush fields, riparian areas, rock outcrops and other natural resources. This land is home to many species of sensitive plants along with animals popular to wildlife viewers such as bald eagles.

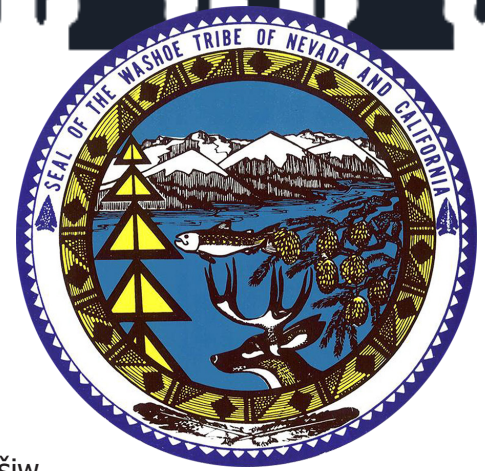


Wade Crowfoot, California's Natural Resources Secretary



A written message from the Washoe people – the people from here

Daṭaw (Lake Tahoe) is the homeland of the waší·šiw. The waší·šiw are the aboriginal stewards of the land in and around the Lake Tahoe Basin since the beginning of time and as a sovereign nation the Washoe Tribe of Nevada and California, as it is known today, continues to advocate for the protection and preservation of waší·šiw ṛítdeṛ (the Washoe peoples homelands). The waší·šiw relied on the land for survival; hunting, fishing, and gathering of traditional foods and medicines within their homelands was an integral part of the wá·šiw (Washoe) culture and through this intrinsic relationship they helped shape the natural beauty of the Lake Tahoe Basin that so many enjoy today.



As colonizers arrived in mass in the Comstock during the gold rush era, the wá·šiw summer camps became prime locations for logging and cattle grazing and the waší·šiw were no longer allowed to manage their lands as they had done for millenniums. The removal of wá·šiw people from the land and increase in tourism to the Lake Tahoe Basin has negatively impacted an area that is not only renowned for its natural beauty and pristine waters but is now in dire need of rehabilitation. The Washoe Tribe of Nevada and California has maintained their role as environmental stewards of the Lake Tahoe Basin (despite policies that sought to eradicate them) by continuing to advocate for their homelands and to protect, respect, and take care of waší·šiw ṛítdeṛ.



Captain Pete



As we acknowledge the Lake Tahoe Basin as the homeland of the waší·šiw, we ask that you, as visitors to our homelands/these lands, treat this place with the same respect as those who walked before you, **the waší·šiw**

Sponsorship & Advertising

The opportunities listed are designed to fit a variety of objectives. We can help match you with the right sponsorship opportunity for your organization's communication and budget goals. In-kind door prizes, event sponsorships, and silent auction donations are accepted and acknowledged accordingly. Organizations wishing to provide general support for the conference will help defray the costs of the conference and support an outstanding program. Please contact Greg Ira, Director, UC California Naturalist Program; gcira@ucanr.edu; (530) 750-1265. Conference website: <https://calnat.ucanr.edu/2022conference/>

LAKE TAHOE

\$10,000

- Four complimentary conference registrations
- Two complimentary exhibition tables
- Brief remarks or video presentation during opening ceremony
- One participant bag insert
- Organization logo on banner at plenary sessions and registration hall
- Organization logo and link on all pre- and post-conference e-mails
- Full-page color advertisement in conference program
- Web advertisement on CalNat conference website

PACIFIC CREST TRAIL

\$5,000

- Two complimentary conference registrations
- Complimentary exhibition table
- Half-page black & white advertisement in conference program
- One participant bag insert
- Web advertisement on CalNat conference website

BALD EAGLE

\$2,500

- One complimentary conference registration
- Complimentary exhibition table
- Quarter-page black & white advertisement in conference program
- Web advertisement on CalNat conference website

PINE FOREST

\$1,000

- Web advertisement on CalNat conference website
- Acknowledgment on CalNat conference website
- Acknowledgment in conference program



An invitation to sponsor and advertise

<https://calnat.ucanr.edu/2022conference>



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