



WATERFOWL CHESAPEAKE
AND WATERFOWL FESTIVAL
2012 CONSERVATION REPORT
& PREMIERE NIGHT PROGRAM



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WELCOME TO THE 2012 WATERFOWL FESTIVAL

Dear Friends and Conservation Partners,

We are pleased to present Waterfowl Chesapeake Inc. and Waterfowl Festival Inc. through this “Conservation Report & Premiere Night Program.” This inaugural report honors all those who have generously contributed to the 2012 Waterfowl Festival, and those who have helped lay the foundation to carry out the Waterfowl Chesapeake mission—to *Create, Restore and Conserve*.

Following a thorough two-year strategic planning process, and after launching Waterfowl Chesapeake in 2011, our goals this year have focused on the implementation of real-time actions for building Waterfowl Chesapeake and sustaining the annual success of the Waterfowl Festival.



In 2012, Waterfowl Chesapeake found its accomplishments through convening a Conservation Panel Session engaging field experts and scientific researchers who helped us analyze trends, assess needs, and determine priorities for waterfowl conservation in the Bay region. Additionally, with our inaugural board of Waterfowl Chesapeake directors in place, we adopted a formal Development Program for raising funds to increase the programming capacity of Waterfowl Chesapeake, and to continue the 42-year tradition of the Waterfowl Festival.

As this report reflects, we have many friends and partners who have contributed to building a firm foundation by providing the ongoing support necessary to achieve our goals. On behalf of our Boards of Directors, and our thousands of volunteers, we thank you for your commitment to both Waterfowl Festival and Waterfowl Chesapeake. Together, as a contributor, VIP donor, corporate partner, grant-maker, exhibitor, artist or volunteer, the contributions of many continue to make possible our ability to *Create, Restore and Conserve!*

We offer you our most sincere appreciation.

Two handwritten signatures in black ink. The signature on the left is 'Judith Price' and the signature on the right is 'Ronald J. Flohr'.

Judith Warfield Price
Executive Director
Waterfowl Chesapeake Inc.
Waterfowl Festival Inc.

Ronald J. Flohr
President
Waterfowl Chesapeake Inc.
Waterfowl Festival Inc.



INVESTING IN A VISION TO CREATE, RESTORE AND CONSERVE

VISION: Present and future generations will cherish the beauty of abundant waterfowl thriving in their habitat throughout the Chesapeake Bay Watershed and nearby coastal bays through the comprehensive efforts of Waterfowl Chesapeake Inc.

Strategically located along the Atlantic Flyway, the Bay's open water, shallows and marshes are home to resident species, as well as migratory waterfowl. Experts believe millions of waterfowl once wintered around the Bay, where they built up their energy reserves by eating bay grasses, clams and mussels. Today, the Bay is home to about 1 million waterfowl in the winter—accounting for about a third of the entire Atlantic coast waterfowl population. While some species have thrived, others have diminished including the American black duck, tundra swan, redhead duck and canvasback duck. In some cases, such as the black duck, waterfowl populations are at historically low levels as natural and human factors have reshaped habitats, altered food resources, and changed the ecology of the Chesapeake system itself.

Today's significant threats to the persistence of waterfowl populations in the Chesapeake Bay are:

- Loss of habitat due to coastal development and other land use changes;
- Loss of food resources due to water pollution and other human activities that have influenced the ecology of the system; and
- Effects of climate change, especially rising sea level and heightened storm surges.

Clearly, there are ecological and cultural benefits of a healthy waterfowl community in the Chesapeake. However, the economic value of these species makes an equally compelling argument for their conservation. According to a 2012 study, outdoor recreation activities on the Delmarva Peninsula drive an economy valued at nearly \$4 billion per year and support tens of thousands of jobs. Hunting, fishing and wildlife watching on Delmarva draw 1.6 million participants who spend more than \$1.5 billion in the region annually.

Strides have been made since Dr. Harry Walsh, in his 1971 book "The Outlaw Gunner," brought attention to the depleting populations of geese, swans and ducks that migrate annually through the Chesapeake Bay. Four decades of attention to this cause—focusing primarily on restoring and replacing dwindling acreage of wetland habitat—has served as a strong foundation in the efforts to restore species populations.

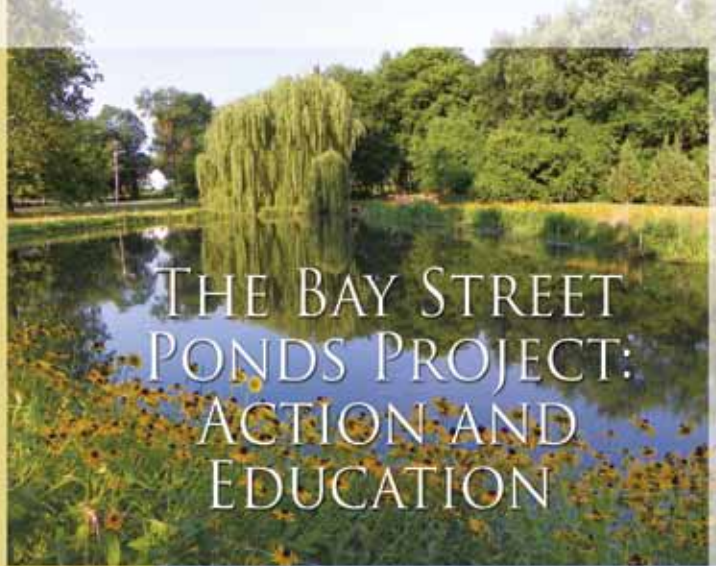
ACHIEVING OUR MISSION

MISSION: Waterfowl Chesapeake Inc. will create, restore and conserve waterfowl habitat throughout the Chesapeake Bay Watershed and nearby coastal bays by engaging in collaborative, strategic initiatives with organizations, governments, corporations, foundations and individuals.

We are dedicated to taking actions in six strategic areas to achieve this objective.

- Protecting and conserving critical habitat and expanding food resources available to waterfowl at all times of the year;
- Educating and involving citizens, landowners, and policy leaders in community-based waterfowl conservation programs;
- Increasing our scientific understanding of issues affecting waterfowl in the Chesapeake and facilitating the communication of relevant scientific findings;
- Responding to sea level rise issues, especially those associated with climate change, affecting waterfowl;
- Serving as a neutral convener and policy advocate for Chesapeake waterfowl conservation; and
- Promoting public understanding and enjoyment of waterfowl through support for environmental education programs available to the region's students.

We encourage the support and participation of all of our friends and partners as we move forward to help achieve and sustain our Vision and Mission.



THE BAY STREET PONDS PROJECT: ACTION AND EDUCATION

FAR FROM SIMPLY GREEN SPACE

The Bay Street Ponds Project is an excellent example of a conservation demonstration project located in the urban setting of downtown Easton in Talbot County, Maryland. The six-acre site includes two ponds, which continuously collect runoff from mostly impervious surfaces within the town, along with nutrient-laden waters from agricultural lands in the 700+ acre watershed of the Tanyard Branch Creek. Years of excessive siltation led to frequent flooding and severely impaired the ponds' ability to function properly as storm water collectors for the Town of Easton. In addition, runoff was introducing nitrogen and phosphorus pollutants into the ponds, which then emptied into the Tred Avon River and, ultimately, the Chesapeake Bay.

Phase One of the project, undertaken in 2010, included dredging and the planting of wetland and upland native vegetation to serve the function of filtering nitrogen and phosphorus pollutants from the ponds. In addition, a Best Practice Management facility was constructed to remove more than 310 pounds of total nitrogen, 64 pounds of total phosphorus and 600 tons of sediment each year from the renovated ponds.

Phase Two of the project involves the installation of informative signage to prepare the ponds for conservation education initiatives as well as to enhance visitors' knowledge and interest in the overall area, the restoration process, and the benefits of the native habitat. Phase Two is scheduled to be completed in 2012.



2012 FESTIVAL HIGHLIGHTS

FEATURED ARTIST— MARK EBERHARD

The Waterfowl Festival was proud to host painter Mark Eberhard as the 2012 Waterfowl Festival Featured Artist. Eberhard created an original oil on canvas depicting merganser ducks swimming on an autumn day. *Sunday in the Park* was available for purchase exclusively at the Festival and was the inspiration for the 2012 Festival Poster and promotional materials.

As seen by his work and passion for nature and its preservation, Eberhard is a great partner in the Festival's conservation mission. "I especially like all the great work for conservation that the Festival has been able to accomplish and I am proud to be part of those efforts through the sales of my artwork over the years," he said.



WATERFOWL FESTIVAL
EASTON, MARYLAND
NOVEMBER 9-11, 2012

*2012 Waterfowl
Festival Poster*

THE HARRY M. WALSH WATERFOWLING ARTIFACTS EXHIBIT

The Waterfowling Artifacts Exhibit was re-named in honor of the Festival's first President and Chairman of the Board, Dr. Harry M. Walsh (1924-2009) during the 2012 Festival. Dr. Walsh amassed a collection of decoys, waterfowling firearms, gunning accoutrements, and historic photographs of waterfowling that served as the beginning for the exhibit that now bears his name. In addition to his work as a historian, Dr. Walsh was an avid outdoorsman and played a significant role in the evolution of the Festival's conservation work.

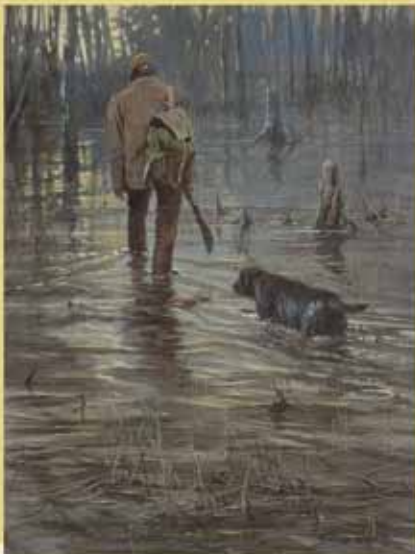
WATERFOWL CHESAPEAKE PAVILION

The Waterfowl Chesapeake Pavilion is the home of the Festival's sister conservation organization, Waterfowl Chesapeake Inc., during the Festival weekend. This organization is devoted year-round to raising funds and building relationships with other conservation partners in the region to continue to protect the waterfowl and habitats that have inspired conservation and art at the Waterfowl Festival for the past 42 years. Contributions made to the Waterfowl Festival's VIP Donor Program go directly to conservation, with nearly \$5.3 million raised to date in support of wildlife and habitat conservation, education and research throughout the Atlantic Flyway.



SPORTING ARMS EXHIBIT

The new Sporting Arms Exhibit made its debut this year on Premiere Night, hosted by Corporate Partner and Premiere Night Sponsor, the Avon-Dixon Insurance Agency. While focused mostly on antique and contemporary guns, exhibit displays also traced the Chesapeake Bay region's hunting heritage with decoys, art and other memorabilia.



THE LEGENDS OF THE SHORE COLLECTION

In 2012, the Festival partnered with the renowned husband and wife duo, John and Suzie Seerey-Lester, to present a plein air painting exhibit in the Masters Gallery. This Legends of the Shore Collection of approximately 20 pieces was the centerpiece of the gallery and featured the beauty and heritage of Maryland's Eastern Shore from both traditional and contemporary perspectives.

Heading Out
John Seerey-Lester



PREMIERE NIGHT SCHEDULE & HIGHLIGHTS

As our VIP guest, thank you for your patronage of this year's Festival and your contribution to support Waterfowl Chesapeake. As you visit each of the five art galleries and our new "Sporting Arms Exhibit," we invite you to enjoy a delectable menu of "Chesapeake Fin, Fowl and Farm" cuisine. Also tonight, and throughout the weekend, we hope you will find the opportunity to add to your art collection while experiencing the talents of our renowned artists.

Thank you for helping make the 42nd Annual Waterfowl Festival a tremendous success for conservation.

OPENING CEREMONIES

4:00 PM

The Avalon Theatre

Join us to officially open the 2012 Waterfowl Festival.

Allow us to introduce the new Federal Duck Stamp winning artist, Robert Steiner, and help us congratulate and recognize the 2012 Hall of Fame inductees Ed Itter and John Sullivan, Jr., along with our leading Corporate Partner and Premiere Night Sponsor, the Avon-Dixon Insurance Agency.

Art at the Armory Painting Gallery

Menu

Shot Glass Crudités, Chicken & Waffle Bites, Blackened Rockfish Skewers, Silver Queen Corn Fritters and Hors d'oeuvres. Full Bar.

Chesapeake Carving Gallery Academy Art Museum

Be sure to meet 2012 Master Carver, Del Herbert, with his featured piece, "Shorebirds."

Menu

Pumpkin & Butternut Crab Soups in a Soufflé Cup, Bronze Chicken with Warm Autumn Pasta Salad and Delectable Dessert Buffet. Full Bar.

Masters Gallery Avalon Theatre

The Gallery is home to the exclusive Legends of the Shore Plein Air collection by the renowned John and Suzie Seerey-Lester.

Menu

Waterfowl Easton Stew, State House Salad, Grilled London Broil and Golden Apple Crunch. Full Bar.

Sculpture Gallery & Pavilion

Christ Church Gallery

Menu

"A Maryland Tradition" Crab Balls and Sea Watch Chowder. Wine.

Sculpture Pavilion

Menu

Panini & Soup Station featuring Maryland Crab Soup with Peppery Turkey & Swiss or Black Forest Ham & Cheddar Panini Sandwiches. Full Bar.

Sporting Arms Exhibit NEW! Tracing the Chesapeake's Hunting and Sporting Heritage from Past to Present

**Avon-Dixon Insurance Agency,
11 North Harrison Street**

Menu

Chesapeake Bay Raw Oysters, Cocktail Crab Claws, Assorted International & Domestic Cheeses, Fruit and Crudités. Beer and Wine.

Featured Artist & Festival Shoppe Pavilion

Harrison Street

You can meet painter Mark Eberhard, the 2012 Waterfowl Festival Featured Artist. His original painting, giclee prints and posters are available for purchase.

VIP Hospitality Suite Inn at 202 Dover Street

We invite all Benefactors, Masters, Presidents, Directors, Founders, and Premiere Circle contributors, along with our Corporate Partners, to utilize the VIP Hospitality Suite throughout the Festival weekend. Relax and rest your feet between exhibits, and enjoy refreshments.



Waterfowl Festival Thanks the Avon-Dixon Insurance Agency

The Board of Directors of the Waterfowl Festival and Waterfowl Chesapeake are pleased to acknowledge the Avon-Dixon Insurance

Agency of Easton as the first-ever Premiere Night Sponsor. The \$15,000 corporate partnership has helped to underwrite the majority of the costs of the annual VIP Premiere Night Party this year.

“With this generous sponsorship from Avon-Dixon, we can ensure that the maximum amount of our donor contributions support our conservation mission,” comments Waterfowl Chesapeake and Festival Board President, Ron Flohr. “We are grateful for Avon-Dixon’s commitment to the Festival and the wildlife and habitat restoration work it funds.”

For 42 years, the Festival has been a marriage of the sporting life and conservation, and this partnership is a continuation of that tradition. “We are excited for the opportunity to partner with the Waterfowl Festival to support its conservation work and also pay homage to the unique sporting and hunting traditions of our region,” comments Richard Trippe, President and CEO, Avon-Dixon Insurance Agency. “Our team looks forward to welcoming the community to our location to experience the new Sporting Arms exhibit that will enhance the downtown presence of the Festival.”



Kelly Distributors and Sea Watch International Support Premiere Night!

We wish to acknowledge and thank Kelly Distributors and Sea Watch International for their contributions to our Premiere Night Party.

Since 1987, Kelly Distributors has proudly served licensed retailers on the mid- and upper-Eastern Shore of Maryland. Kelly’s products include Anheuser Busch InBev, New Belgium Brewing, Fordham, Dominion, Redhook, Gordon Biersch, Starr Hill, Kona, Goose Island, Widmer and Eastern Shore Brewery. Tonight’s Premiere Night Party features products by the New Belgium Brewing Company. While traveling through Europe on a mountain bike with “fat tires,” Jeff Lebesch, co-founder of New Belgium Brewery, was inspired to name their flagship beer “Fat Tire.”

Sea Watch International is the world’s largest harvester and processor of clam products, located in Easton, Maryland. As a tradition of the Festival year after year, Sea Watch contributes delicious clam specialty dishes and soups for our Premiere Night visitors.



2012 CORPORATE PARTNERS, VIP & CONSERVATION DONORS

CORPORATE PARTNERS

The Waterfowl Festival offers its sincere gratitude to our 2012 Corporate Partners who are instrumental to the success of our event. Their sponsorship offsets the costs of conducting the Festival, thus enabling the maximum amount of Festival proceeds to be applied to conservation activities.

\$15,000 +

Avon-Dixon Insurance Agency

\$10,000 - \$14,999

Academy Art Museum
Gray's Sporting Journal
The Shore Life Magazine
ULINE

\$5,000 - \$9,999

Bass Pro Shops
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VIP & CONSERVATION DONORS

We are pleased to gratefully acknowledge the following donors who have generously contributed to the Waterfowl Festival's VIP Donor Program and the conservation efforts of Waterfowl Chesapeake.

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\$10,000 +

Fair Play Foundation
Nicholas F. Brady*
Susan K. Black Foundation

Founders Circle

\$5,000 - \$9,999

Chesapeake Bay Maritime Museum

Directors Circle

\$2,500 - \$4,999

Attraction Magazine
Martha Filbert Horner*
The Shriver Family
Henry Stansbury*
The Star Democrat
VFW Memorial Post 5118

Presidents Circle

\$1,000 - \$2,499

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Samuel H. Shriver, Jr. Sporting Heritage Fund

Established in memory of Sam Shriver, a long-time Festival supporter and volunteer.

The Shriver Family
C.A. Porter Hopkins
Judith W. Price

**Contributors to both Waterfowl Chesapeake and Waterfowl Festival.*

WATERFOWL CHESAPEAKE STRATEGIC PLANNING VOLUNTEERS

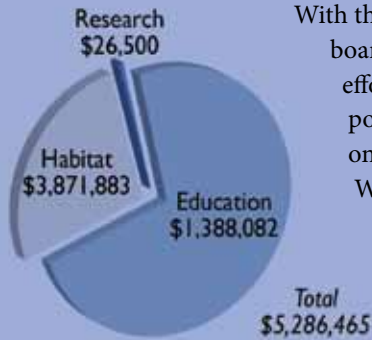
Our heartfelt thanks to those who have helped launch Waterfowl Chesapeake. We appreciate their time and talents serving as members of our Strategic Planning, Steering and Corporate Identity Committees.

Blenda Armistead	Judith W. Price
Lloyd L. "Scott" Beatty, Jr.	C. Albert Pritchett
Schuyler Benson	Eugene Rall
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Geoffrey Oxnam	Lauren Maddox, Consultant

Due to publication deadlines, we regret that this list may not reflect the names of donors or corporate partners whose contributions were received after October 22, 2012. Please know that we deeply appreciate the generosity of all donors and apologize for any omissions or inaccuracies.

OUR CONSERVATION ACCOMPLISHMENTS

For more than four decades, the annual Waterfowl Festival has invested nearly \$5.3 million in wildlife and habitat conservation, education and research. Of that sum, 73% has been invested in conservation projects; 26% in environmental education; and 1% in wildlife research initiatives.



With the establishment in 2011 of Waterfowl Chesapeake Inc., the board of directors of Waterfowl Festival Inc. is now focusing its efforts on maintaining the event that has made all of this possible. Waterfowl Chesapeake Inc. has taken flight building on the foundation of conservation accomplishments laid by Waterfowl Festival Inc.

Waterfowl Chesapeake Inc. and Waterfowl Festival Inc. are not-for-profit organizations exempt from taxation under Section 501(c)(3) of the Internal Revenue Code. Copies of their current financial statements are available by writing 40 S. Harrison St., Easton, MD 21601 or by calling (410) 822-4567. Documents and information submitted under the Maryland Solicitations Act are also available for the cost of postage and copies from the Maryland Secretary of State, State House, Annapolis, MD 21401.

RECENT CONSERVATION PROJECTS WE HAVE SPONSORED AND SUPPORTED

Eastern Neck National Wildlife Refuge
Wetlands restoration initiative

Echo Hill Outdoor School
Multi-day environmental experience for Talbot County fifth graders

Chester River Living Shoreline Project
To prevent erosion of critical submerged aquatic vegetation in Hail Cove

Jean duPont Shehan Audubon Sanctuary
Wetlands installation and habitat restoration

Horn Point Laboratory, University of Maryland Center for Environmental Science
Research fellowship on ecological issues facing submerged aquatic vegetation

Audubon Watershed Program at Pickering Creek Audubon Center
An ecology program for Eastern Shore high school students



Photograph by Larry Hitchens

CREATE, RESTORE AND CONSERVE.... SUPPORT OUR MISSION TODAY!

Waterfowl are an integral part of the working ecosystem of our beloved Chesapeake watershed region. While Waterfowl Chesapeake may not be able to turn back time to when all waterfowl were legendary in abundance, we are committed to creating an environment to restore and conserve the presence of vibrant, stable and diverse populations, flourishing in clean and productive aquatic and wetland habitats.

With your support, this is an achievable goal.

OPPORTUNITIES TO GIVE

Here are several ways to continue your support of Waterfowl Chesapeake's conservation goals and make a further impact on the annual Waterfowl Festival.

MAKE AN ANNUAL CONTRIBUTION

Cash Gifts: Annual gifts, no matter the size, help to support our ongoing operations and projects. Contributions may be made by check or credit card, sent via mail to Waterfowl Chesapeake, or go to www.waterfowlchesapeake.org and click on "Support Waterfowl Now."

Investments of Stock or Securities: Annual and special project gifts can be made through the contribution of appreciated stock, an ideal way to give allowing you to avoid capital gains, while receiving the full tax benefit of your charitable gift.

PROVIDE SUPPORT FOR PROGRAM AND PROJECT FUNDS

Gifts may be directed to support specific conservation projects, providing greater impact on the work of Waterfowl Chesapeake. This type of contribution may be either a one-time gift or multi-year pledge. Gifts may also be directed to the following funds:

Samuel H. Shriver, Jr. Sporting Heritage Fund

Established by the Shriver family in memory of Mr. Shriver, this fund promotes the Waterfowl Festival's sporting heritage and commitment to conservation. Contributions to the fund provide continuing support for aspects of the Waterfowl Festival related to sporting, hunting and the waterfowling heritage of the Chesapeake Bay region.

William A. Perry Scholarship Fund

A gift to the Perry Scholarship fund is an investment in the education of the Festival's youth volunteers. William A. Perry, one of the Festival's early presidents, and his wife Betty, were instrumental in the formation of the "Duck Sitter" program, our youth volunteers. Donations made directly to the scholarship fund provide support for annual awards made to student volunteers attending college and other institutions of higher learning. Other funding for the scholarships also comes from the Festival's Cocktail Decoy Auction at Premiere Night.

CONSIDER A PLANNED OR ESTATE GIFT

Life insurance, annuities, real estate, art or sporting collections and trusts can provide the opportunity to make a gift of a lifetime to support either Waterfowl Chesapeake or the Festival. For more information on how to make this type of charitable gift, please consult your attorney.

All gifts are 100% tax-deductible.

*For further information on how you can help, contact
Martha W. Kendall, Director of Development, 410.822.4567 ext. 10,
mkendall@waterfowlchesapeake.org.*

The logo features the word "Waterfowl" in a large, elegant, green script font. Below it, the word "CHESAPEAKE" is written in a smaller, blue, all-caps sans-serif font. The background of the entire page is a scenic view of a pond with a dense forest of green trees in the background and a field of yellow wildflowers in the foreground. A thin, curved line, possibly a branch or a path, arches over the pond.

Waterfowl

CHESAPEAKE®

www.waterfowlchesapeake.org

Waterfowl Chesapeake Inc. is dedicated to the creation, restoration and preservation of waterfowl habitat in the Chesapeake Bay region, building upon the 40-year heritage of **Waterfowl Festival Inc.** —the nation's premier wildlife art and sportsman's expo committed to conservation, the promotion of wildlife art, and the celebration of life on Maryland's Eastern Shore.



WATERFOWL
festival.

www.waterfowlfestival.org