



Stewardship Lightning Talks

Stewardship Workgroup Meeting | September 29, 2026

Meeting Link: [Join the meeting via Zoom](#) | Meeting ID: 837 5723 3116 | Passcode: 155739

Visit the [meeting webpage](#) for materials and additional information.

For the first hour of this quarter's Chesapeake Bay Program Stewardship Workgroup meeting, we'll hear lightning talks from two stewardship champions across the watershed. Learn from Kelly Slippey about how Lancaster Water Week brings together partners to care for waterways in Pennsylvania. Then, learn from Virginia Witmer about the regional marketing strategy for the Plant Virginia Natives Initiative.

Lightning Talk Speakers

Kelly Slippey, Community Events Coordinator, Lancaster Conservancy

Kelly Slippey serves as Community and Events Coordinator at Lancaster Conservancy, a land trust in the southcentral region of Pennsylvania, including communities along the Susquehanna River. In her role, she enjoys connecting with community members and inviting them to be a part of protecting woods and water. Kelly lives in Lancaster City with her husband, Andy, their two young children, and their escape artist Siberian Husky, Sebago.

What You'll Hear from Kelly:

Rallying our communities to care for and protect our watersheds can be easier said than done. In this session, we'll celebrate the success of Lancaster Water Week, a celebration of the 1,400 miles of streams and rivers that flow through Lancaster County. Now in its 10th year, Lancaster Water Week brings together diverse partners, sparks unique collaborations, and offers a wide variety of opportunities for our community to connect with and care for our waterways. Together, we've built a decade of growing impact—inviting our fellow Lancastrians to explore the outdoors, create habitat, and take action to protect our water.



Virginia Witmer, Outreach Coordinator, Virginia Coastal Zone Management Program

Virginia Witmer has been the Outreach Coordinator for the Virginia Coastal Zone Management (CZM) Program for 30 years. Virginia CZM is a network of state agencies, coastal localities, and non-governmental partners and receives 100% of its funding from NOAA. Virginia is responsible for coordinating all facets of the program's communication strategy and particularly enjoys the graphic design and citizen outreach facets of the role. She collaborates with a host of partners to design and implement Community-based Social Marketing campaigns, including a focus on changing behavior to increase use of native plants. Virginia lives in the suburbs of Henrico and loves to escape and travel alongside her husband and two daughters – especially to the beach, on the ocean, and in the mountains. She enjoys bringing along a camera and taking pictures of doorways, trees, animals, and pathways.

What You'll Hear from Virginia:

Virginia CZM initiated, and Virginia has been coordinating, what is now the state-wide Plant Virginia Natives Initiative that began 17 years ago with the first regional native plant marketing campaign on Virginia's Eastern Shore. There are now 10 campaigns – and regional plant guides (PlantVirginiaNatives.org). Virginia will provide an overview of the initiative, the regional marketing strategy, and highlight some of the collaborative projects completed and underway.

