

Season's greetings from the Beaver Watershed Alliance staff and board of directors. We wish you a happy holiday season, and all the best for the new year!

# BEAVER WATERSHED ALLIANCE



 [Friend on Facebook](#)

 [Follow on Twitter](#)

 [Forward to a Friend](#)

## December 2012



Cave Salamander in Whirlpool - Fayetteville, by Leah Saffian

### About the Alliance

The Beaver Watershed Alliance was formed in 2010 to establish programming to maintain high quality drinking water in Beaver Lake and improve water quality on the Beaver Lake Watershed. The Alliance represents a diverse stakeholder group from conservation, education, water utilities, technical and science, agriculture, recreation, business, and local government groups working together for the cause of clean water.

### UpStream Art

When you drive past the Frisco Trail crossing on Maple Street, a cave salamander or a couple of swallowtails might catch your eye. Not crawling along the curb, or resting in the trees, but painted in murals over the storm drains. These whimsical works of art are not just for show, but also serve as water quality education tools through the Northwest Arkansas UpStream Art program.

The project is the creative result of a stormwater education mandate by the EPA, and was originated in 2011 by the James River Basin Partnership in Springfield, Missouri. Drawing inspiration from their initiative, the Northwest Arkansas Stormwater project

**Please take a minute to update your contact information for us by clicking on "update subscription preferences" at the bottom of this page. Thank you.**

---

## **Upcoming Events**

### **January 19**

Arkansas Canoe Club -  
Northwest Chapter Eagle  
Float

### **January 22**

NWA IECA Lunch 'n Learn -  
Golden Corral, Rogers

### **February 8**

Multi-Basin Water Council  
Meeting - Center for  
Nonprofits, Rogers

### **February 22**

Blue Pathways: LID  
Installation and Maintenance  
Workshop and Tour -  
Washington County  
Cooperative Extension Office,  
Fayetteville

### **April 12**

Rain Garden Academy -  
Beaver Water District, Lowell

### **April 22**

Earth Day

### **June 1-16**

Water Watch Week - events  
to be held all over the  
Northwest Arkansas region

Check out our [online calendar](#)  
for more information on  
upcoming events!

was 2nd in the nation to implement public stormwater education through these murals, starting with the establishment of eight murals across the region in May of this year.

UpStream Art aims to educate the public about water quality in our watersheds by connecting storm drains to the ecology of the watershed through art, thus relating the actions of the public to the environment.

Murals reach an array of people that conventional environmental education often misses, bringing the cause of water quality and education to light for diverse groups. For example, one of last year's artists was unaware that the storm drains channeled water into nearby streams, eventually coming out of our faucets. With thousands of people coming in contact with the murals every day, there are surely more stories like this that are yet to be told.

Before the design can be painted, the site is washed and Seal-Krete Clear Seal is applied. The murals are painted using a water-based, low VOC paint. Finally, Clear Seal is reapplied, along with grit to prevent slipping in the area, and the process is complete. The paint is estimated to last 3-5 years before it starts to chip, and when this happens, the painting will be vacuumed up so that it doesn't wash down the storm drain. Funding from the Northwest Arkansas Stormwater project covers all paint and supplies for the installation.

The project has received permission by four cities in the area, Bentonville, Rogers, Springdale, and Fayetteville, to expand in 2013 with 14 new storm drain sites. Many of the planned sites, such as the Springdale Public Library, receive substantial public traffic on a daily basis. The call to artists, which is open to everyone in the community, is just around the corner, with open submission beginning in January. The 2013 designs must include the phrase "drains to river" to further underline the educational message of the murals. Once the submission time has passed, the designs will be judged by a panel featuring fine

---

Please share this newsletter with your friends and neighbors so that they can have the opportunity to become active members in the Beaver Watershed community.

arts students from the university as well as representatives from the Walton Arts Center. The chosen designs will then be presented to the mayor for their final approval, and installation is set to take place in April.

The vision for the project is to add new murals each year, and hopefully to be able to expand to smaller cities in the area, such as Lowell and Johnson.

If you or someone you know would like to stay up-to-date with the latest news regarding design submission, please email Jane Maginot at [jmaginot@uaex.edu](mailto:jmaginot@uaex.edu).



From left, Dr. Lalit Verma, Dr. Marty Matlock, Jason Kindall, Dr. Jennie Popp, Dr. Mark Cochran, and Dr. Steve Halbrook

## **The Alliance supports efforts for Center for Agricultural and Rural Sustainability**

Last month, the Beaver Watershed Alliance contributed \$7,500 to the Center for Agricultural and Rural Sustainability (CARS), a research and outreach center in the University of Arkansas System Division of Agriculture. The Alliance's Board of Directors approved this donation to show appreciation and support of the research, education, and outreach activities provided by the UA System Division of Agriculture, and to recognize the collaboration with the Center for Agricultural and Rural

Sustainability.

"The collaboration between the Beaver Watershed Alliance and CARS provides faculty and students the opportunity to better understand and solve real problems," said Marty Matlock, CARS area director. "Through the Beaver Watershed Alliance we work with the Beaver Water District, our local communities, and other stakeholders to better understand the challenges of protecting water quality throughout the Beaver Lake system. This collaboration provides a critical opportunity for our students and faculty to develop experience solving complex problems that really matter."

Dr. Mark Cochran, UA System Vice President for Agriculture, said the collaboration between the Beaver Watershed Alliance and CARS is in the true spirit of the land grant mission. "We understand that our future prosperity requires availability of dependable, high quality water," Cochran said. "We are honored to do our part to help Beaver Watershed Alliance achieve their goals."

Click [here](#) to learn more about CARS.

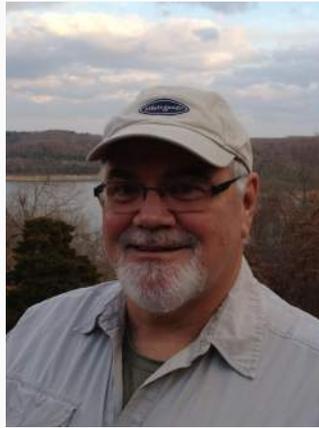


### **Happy Holidays from the Alliance**

Those of us at the Alliance want to wish you and your family the happiest of holidays. We hope our paths cross often in the coming months, and that you will join us in future Alliance projects and activities in the New Year.

---

## **Meet the Board**



### **Mick Maggi**

Mr. Maggi was born and raised in Springfield, Missouri, but calls Northwest Arkansas home by choice. He retired as a Global Account Manager for AT&T after 25 years of service and chose to remain in Arkansas after retirement to enjoy the Ozark Mountains and Beaver Lake. Mick

previously served on the Board of Junior Achievement of Northwest Arkansas and Friends of Hobbs State Park. His current role with the Beaver Watershed Alliance allows him to work with the education, conservation, and sustainability efforts of the lake he lives on, so future generations can enjoy the recreation and great quality of drinking water this region enjoys today.



### **Gene Groseclos**

Mr. Groseclos serves as Senior Vice President and Secretary of Cooper Realty Investments, Inc., and corporate attorney of Cooper Communities, Inc., in Rogers. He is a licensed attorney with membership in Arkansas, American, and Benton County Bar Associations and is a

licensed real estate agent. He received his Juris Doctorate with an emphasis on real estate and a Bachelor of Arts with emphasis on English and Education from the University of Oklahoma. Gene serves on the Advisory Committee for the Nature Conservancy, is founding president of the Northwest Arkansas Land Trust, founding president of the Northwest Arkansas Community Foundation (predecessor to the Endeavor Foundation) and founding Board member of the Beaver Watershed Alliance.