New Initiative: Responsible Business Network

NRWA is starting a new campaign that is geared toward businesses. The purpose is to educate business leaders about simple ways they can help reduce non-point pollution that is so destructive to the wetlands and water resources we all need for a heathy environment, to conserve our limited natural resources, and to set an example for other companies so they will take a look at their practices and policies and see how they also can step forward and be more responsible and responsive. Many of the actions in the pledge are easy and practical and will save the company money in the process.

NRWA is inviting interested businesses to take the Company Environmental Pledge and to contribute to NRWA to help us continue our diverse projects of restoration and education. In return, NRWA will publicize those business' commitment and support. We hope to have a growing list of companies taking positive action to improve the area where their business thrives and their customers live.

Briefly mentioned below are some of the pledge topics:

- disposal of harmful chemicals,
- grounds maintenance,
- covered dumpsters,
- pumping of septic tank,
- not watering after 9 AM,
- landscaped buffers,
- no use of invasive plants.

Visit www.norwalkriver.org to download information, a registration form, and the pledge. To suggest a company that should be mailed the information, please contact info@norwalkriver.org.

Your River Needs You!!!

Rain barrel

The delicate ecological balance of the Norwalk River has been upset by everyday human activities – removing its protective vegetated banks, flushing our toilets, fertilizing our lawns, and driving our cars. Many of the stormwater problems along the river and its tributaries cannot be solved by a limited few individuals. As all of our actions are responsible for the river's decline, it will take everyone's help to improve the river's health. Here are some suggestions.

FERTILIZE WISELY and SPRAY RESPONSIBLY

- **Use minimal amounts of fertilizers and pesticides, preferably non-toxic organic varieties (e.g., compost, horticultural oils, etc.).**
- **Refrain from fertilizing or applying pesticides near wetlands.**
- **For a healthier lawn, limit watering to no more than 1" per week; do not water after 9 AM (watering during heat of day steams plants and evaporates water).**
- **Install an inexpensive rain sensor on your sprinkler system to avoid watering after OR DURING! rainstorms.**

MAINTAIN YOUR SEPTIC SYSTEM

- **Have it inspected every 2 years and pumped more often, if needed.**
- **Don't use additives or pour chemicals down the drain (e.g , paint thinner, disinfectants, pesticides, medicines).**

MINIMIZE HARMFUL STORMWATER RUNOFF

- **Make your driveway pervious (e.g., crushed stone; pervious pavement, pavers).**
- **Clean up any spilled fertilizer or chemicals that fall on hard surfaces.**
- **Pick up after your dog.**
- **Install a rain garden.**
- **Use a rain barrel.**

RESTORE VEGETATED BUFFERS and NATIVE VEGETATION

- **Maintain a 50' natural buffer of trees, shrubs, or wildflowers between your lawn and the river or other wetland.**
- **Replace an area of lawn with low-maintenance native garden bed or wildflower meadow to attract desirable wildlife.**
- **Try some of our native planting suggestions! Visit www.norwalkriver.org to learn more.**

Impervious Footprint:
The total area of paved or otherwise hardened surfaces (e.g., roofs, driveways, sidewalks) on a property that will generate runoff after a rain event or snow melt.

Membership Form

❑ I support the improvement of the Norwalk River, its tributaries, and its watershed and want to learn more about the needs of the region and ways people can help and benefit.
❑ I would also like information about opportunities to volunteer.
❑ Enclosed is my tax-deductible yearly membership contribution.

The Riparian Society		*Basic Membership*
Steward $1000 and up	Patron $250-$499	Supporter $50-$99
Protector $750-$999	Contributor $100-$249	Donor $25-$49

Please send the newsletter to the name and address written below.

Please make check payable to: NRWA, Inc., and mail to the Norwalk River Watershed Association, Inc., P.O. Box 197, Georgetown, CT 06829.

If you contact your employer about matching gifts, you may substantially increase your contribution.

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Name_____ Telephone_____ E-mail_____

Address _____
Street City/Town State Zip