

Reducing Uncertainty by Increasing Conservation: The Business Case

Rights-of-Way as Habitat Working Group

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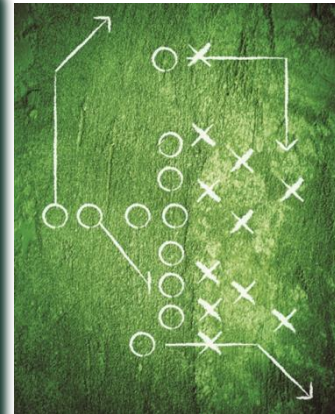
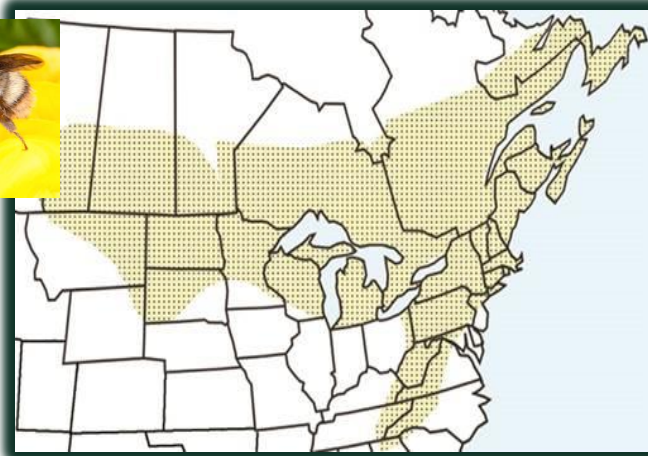
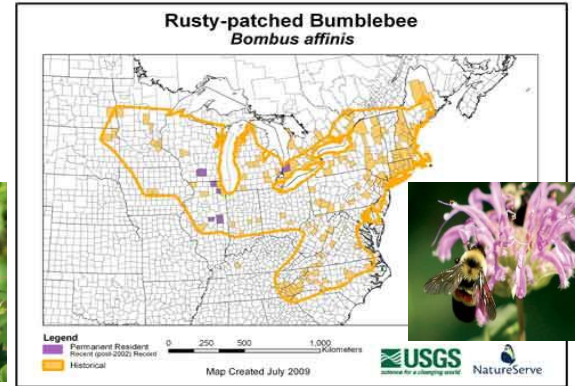
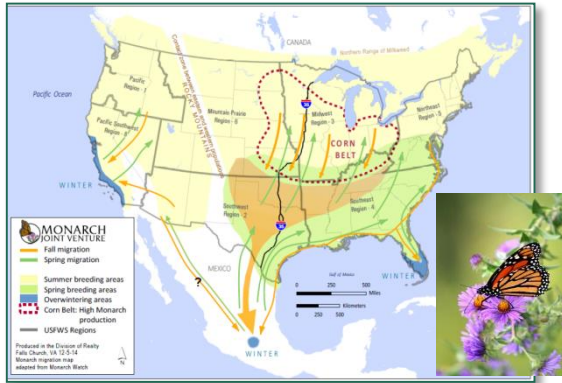
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What is the worst answer to a business question?



Making the Business Case #1: More Certainty



Making the Business Case #2 and #3



- Don't be left out: Reserve a seat at the table!
 - Conservation efforts will occur; you should be represented
 - Establish standing to protect tools that protect you
- Take your industry where you want to go
 - Maintain competitive advantage



Making the Business Case #4 and #5

- It looks good!
 - Solidifies corporate policies
 - Positive PR is valuable
- Enhance credibility with regulators
 - Establish/maintain good government contacts
 - Become a government go-to



Case Study: Northern Long-Eared Bat

- Originally considered for “emergency endangered”
- FWS proposed as “endangered”
- NLEB Working Group
 - Move FWS off of incorrect listing proposal
 - Propose special 4(d) rule to enhance conservation
- Result: “Threatened” listing w/ 4(d) rule = \$1,000,000,000s in annual savings



Thank You



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