**Panelists Links**

**Meeting the Moment - Taking Personal Action to Protect our Environment**

Friday, February 21, 2025

**Wade Crowfoot, Secretary, California Natural Resources Agency**

<https://resources.ca.gov/About-Us/Who-We-Are/Secretary-for-Natural-Resources>

California Natural Resources Agency: <https://resources.ca.gov/>

Celebrate Black History Month with us: <https://resources.ca.gov/blackhistorymonth>

Curious about the 30X30 logo on Wade’s sweater? Learn more at: <https://www.californianature.ca.gov/>

**Secretary Speaker Series:** <https://resources.ca.gov/About-Us/Secretary-Speaker-Series>

**Lila Higgins, Senior Manager of Community Science, Natural History Museum of Los Angeles County**

Lila, who joined the museum in 2008, is a museum educator with almost two decades of experience in museum education and community science programming. Their fascination with nature started early; they grew up on a farm in the U.K. where they spent their time chasing butterflies, playing in hollow trees, and pretending to be a badger. Lila was a lead educator on the Museum’s newest nature-themed exhibits—the Nature Lab and Nature Gardens. They also authored the book *Wild LA*and co-founded the City Nature Challenge. They hold a bachelor’s degree in entomology from UC Riverside and a master’s degree in environmental education from California State University, San Bernardino.

Natural History Museums of Los Angeles County: <https://nhmlac.org/>

City Nature Challenge: <http://citynaturechallenge.org/>

Wild LA: Explore the Amazing Nature in and Around Los Angeles: <https://nhm.org/wild-la>

Anawakalmekak school in El Sereno: <https://www.anawakalmekak.org/programs> and

<https://www.anawakalmekak.org/chief-yaanna-learning-village>

Snail Search: <https://nhm.org/snail-search>

**Rebecca Johnson Director of the Center for Biodiversity and Community Science, California Academy of Sciences**

Dr. Rebecca Johnson directs the Center for Biodiversity and Community Science and the Thriving California Initiative at the California Academy of Sciences. She and her team focus on designing equitable, inclusive, and meaningful events and campaigns to gather biodiversity data and mobilize those data to understand climate change and stem biodiversity loss in California.

She is passionate about building partnerships and coalitions around place-based nature connection, biodiversity data use, and on-the-ground action for positive change. In 2016, along with Alison Young and Lila Higgins of the Los Angeles County Natural History Museum, she co-founded the[City Nature Challenge](http://citynaturechallenge.org/), a now global, annual contest between cities and metro areas to share observations of nature over a four-days in April. She also co-created and directs [Snapshot Cal Coast](https://www.inaturalist.org/projects/snapshot-cal-coast-all-years), an annual effort funded by the State of California, that mobilizes partners along the California Coast to make and share observations of coastal species to inform marine protected area management and document species range changes. Rebecca is on the California Biodiversity Network Steering Committee and leads the Academy’s biodiversity work with the City of San Francisco. She is the board chair for Bay Nature Magazine and a TOGETHER Bay Area board member. Rebecca earned her B.A. in Integrative Biology from the University of California, Berkeley, her M.A. in Systematics and Ecology from San Francisco State University, and her Ph.D. in Ecology and Evolutionary Biology from the University of California, Santa Cruz. She lives in San Francisco with her family.

iNaturalist: [https://www.inaturalist.org/](https://www.inaturalist.org/m)

City Nature Challenge – Global Project: <https://www.inaturalist.org/projects/city-nature-challenge-2025-global-project>

Interested in participating in 2026? <https://docs.google.com/forms/d/e/1FAIpQLSe8CXSfsDMXEAH5eEDRSw8KXTV0AEAwpeM14Y5Sqrg52oYEIQ/viewform>

Community Science/Cal Academy - <https://www.calacademy.org/community-science>

California Academy of Sciences in San Francisco, CA: <https://www.calacademy.org/>

Bay Area City Nature Challenge: <https://www.calacademy.org/community-science/city-nature-challenge>

Snapshot Cal Coast: <https://www.inaturalist.org/projects/snapshot-cal-coast-all-years>

**Jose Esparza Aguirre, Community Science Coordinator, California Native Plant Society**

Born in Guadalajara, Jalisco and raised on the Central Coast of California, Jose graduated from the University of California, Los Angeles with a BA in Geography/Environmental Studies. He is also a Doris Duke Conservation Scholars Program alumni who is pursuing a career in conservation work with a strong intersection in science, community outreach, and environmental justice. As a way to connect with his environment, he loves to spend time outdoors, hiking, playing soccer and exploring creative outlets through drawing.

California Native Plant Society: <https://www.cnps.org/>

Fire Followers Campaign: <https://www.cnps.org/fire-followers>

California Fire Followers 2020 · iNaturalist<https://www.inaturalist.org/projects/california-fire-followers-2020>

California OakWatch iNaturalist

<https://www.inaturalist.org/projects/california-oakwatch>

**Laura Deehan, State Director, Environment California**

Laura directs Environment California's program and staff. Most recently she has led campaigns to get California to defend rooftop solar, protect our ocean with more marine protected areas and supported campaigns for new national monuments in the Chuckwalla Desert and Sattitla Highlands and has been featured in the New York Times, NPR, San Francisco Chronicle, Sacramento Bee and the San Diego Union Tribune. She has been on staff with Environment America and the family of groups for over twenty years; starting as an activist with CALPIRG Students before going on to lead their organizing team. In addition, Laura ran Environment California citizen outreach offices across the state and as the Environment California Field Director, led campaigns to get California to go solar, ban single-use plastic grocery bags and to go 100% renewable. She lives in Richmond, California.

Environment California: <https://environmentamerica.org/california/>

CALPIRG: <https://pirg.org/california/about/>

Environmental projects to do with kids: [https://environmentamerica.org/california/resources/nifty-fifty-activities/](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fenvironmentamerica.org%2Fcalifornia%2Fresources%2Fnifty-fifty-activities%2F&data=05%7C02%7CGita.Chandra%40resources.ca.gov%7C35881d409f804ce98c7008dd5223c0a0%7Cb71d56524b834257afcd7fd177884564%7C0%7C0%7C638757035704844402%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=VuQoVC3hnWsLvsFcl3T7WhgT7%2Bi6%2BkA7aFmoILkwgxM%3D&reserved=0)

Plant a pollinator friendly garden: [https://environmentamerica.org/california/resources/guide-to-planting-a-pollinator-friendly-garden/](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fenvironmentamerica.org%2Fcalifornia%2Fresources%2Fguide-to-planting-a-pollinator-friendly-garden%2F&data=05%7C02%7CGita.Chandra%40resources.ca.gov%7C35881d409f804ce98c7008dd5223c0a0%7Cb71d56524b834257afcd7fd177884564%7C0%7C0%7C638757035704855751%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=SSCXKY7MKPGSn6bSSgF8SH7vs5PLou%2FWrMeBcrOXevQ%3D&reserved=0)

**Josh Fryday, Chief Service Officer, California Volunteers**

Josh Fryday serves as California’s Chief Service Officer within the Office of Governor Gavin Newsom to lead service, volunteer, and civic engagement efforts throughout California.

As a member of the Governor’s Cabinet, Fryday leads California Volunteers, Office of the Governor. He also serves in a leadership position with the California Governor’s Council for Career Education which works to empower all Californians – youth and adult learners alike – to discover, prepare for, and connect to careers.

Since appointed, California Volunteers has launched the nation’s first statewide Climate Action Corps, #CaliforniansForAll volunteer initiative, a statewide Neighbor-to-Neighbor campaign, the #CaliforniansForAll College Corps to help thousands of Californians who commit to serving for a year pay for college, and #CaliforniansForAll Youth Jobs Corps, a program to employ underserved youth across the state in critical issue areas.

Fryday is the former Mayor of Novato, his hometown. He also served as President of Golden State Opportunity (GSO), leading the expansion and implementation of the California Earned Income Tax Credit (CalEITC). Prior to GSO, he served as Chief Operating Officer (COO) for NextGen Climate, a leading national organization focused on climate change.

Fryday served in the military as an Officer in the United States Navy (‘09-‘13) as a member of the Judge Advocate General’s Corps (JAG, and Fukushima nuclear disaster. Fryday received his law degree from UC Berkeley School of Law.

California Volunteers: <https://www.californiavolunteers.ca.gov/>

California Climate Action Corps: <https://www.californiavolunteers.ca.gov/climateactioncorps/>

Californians For All Volunteer Initiative: <https://www.californiavolunteers.ca.gov/join-californiansforall/>

Californians For All College Corps: <https://www.californiavolunteers.ca.gov/californiansforall-college-corps/>

Californians For All Youth Jobs Corps: <https://www.californiavolunteers.ca.gov/youth-service-corps/>