

The Power of Conservation



INDIANA ASSOCIATION OF
soil and water conservation
DISTRICTS

Local Actions with Global Impact!

69th Annual Conference of Indiana SWCDs
January 9-11, 2012 / Indianapolis

The Power of Conservation: Local Actions with Global Impact!

Our 2012 keynote speakers' local actions have global conservation impact!

Can one person's local actions have global impact? We all know the answer is *yes*, and our 2012 Annual Conference keynote speakers are prime examples of individuals who have made great impacts in the conservation world.

Third-generation logger, conservationist, businessman opens conference on Monday

Our opening keynote speaker on Monday, January 9, 2012, will be

Bruce Vincent, a third generation logger from Libby, Montana.

In 1984, after completing college, Vincent moved his family back to Montana and joined Vincent Logging as business manager. Vincent Logging, a small family owned business, was started by Bruce's father in 1968.

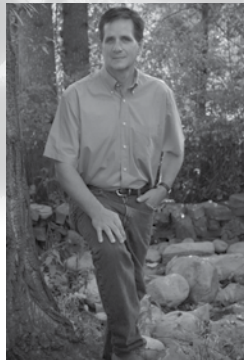
In 1988, Vincent helped form Communities For a Great Northwest, a non-profit education and information group dedicated to the intelligent use of our natural

resources. The group has members throughout the Northwest. The Great Northwest Log Haul, which helped focus national attention on resource supply problems in the Northwest, was the first of many of the group's activities.

Vincent currently serves as president of Communities For a Great Northwest; is a partner in the public relations firm ENVIRONOMICS, serves as executive director of the Preserve America Presidential Award winning the Provider Pals™ cultural exchange program, and serves on the boards of the Evergreen Foundation and the Pacific Logging Congress. He also serves as a member of the Kootenai Forest Resource Advisory Committee, the Cabinet/Yaak Grizzly Bear Community Involvement Team, and the State of Montana's Thompson Chain of Lakes Citizen Management Council.

He speaks throughout the U.S. and the world to groups including resource, recreation, banking and business associations, legislative bodies and anyone else who would like to hear about our rural cultures.

Vincent often provides testimony on resource issues before Congress. He has been reported on by *Outside*, *Wheat Life*, *Range*, *Tree Farmer*, *Time* and *Audubon* magazines, *The Wall Street Journal*, *New York Times*, *San Francisco Chronicle*, *Los Angeles Times*, *Washington Post* and other periodicals. He has appeared on *60 Minutes* and participated in radio shows, documentary videos and news broadcasts throughout the nation and in several countries including Canada, Iceland, Scotland and Australia. Vincent has appeared on the cover of *Evergreen Magazine* and was a highlighted "hero" in William Perry Pendley's book *It Takes A Hero*.



During Vincent's career he has been awarded the national Timber Industry Activist of the year, the Montana Timberman of the Year, the Sylvan Award for service to the national timber industry, the Public Service Award from the Association of Consulting Foresters of America, is a Women in Agriculture "Keeper of the Tenth" award winner, received the Agri-Women's 2007 Veritas Award Winner, and has been inducted into the Libby High School Hall of Fame.

He holds a Bachelor of Science in Civil Engineering and a Masters in Business Administration from Gonzaga University in Spokane, Washington. He has been married for 35 years and has four children, two sons-in-law, one daughter-in-law, and five grandchildren.

Bruce's family settled in Montana in 1904. His current activities represent a family commitment to responsible environmentalism.

NRCS Chief Dave White headlines Tuesday's session

Natural Resources Conservation Service Chief **Dave White** was named head of the USDA branch on March 24, 2009. He is the speaker for our Tuesday morning, January 10, 2012, general session at 11 a.m.

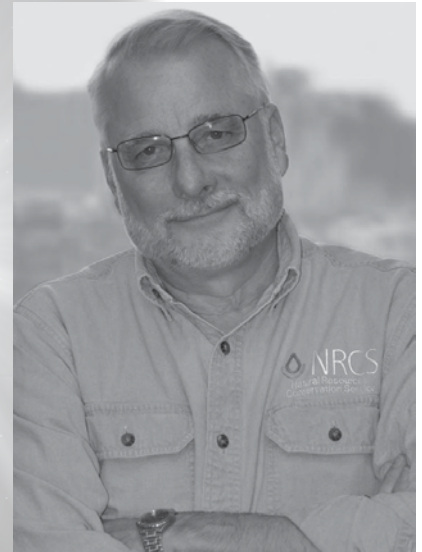
NRCS provides leadership in a partnership effort to help America's private land owners and managers conserve their soil, water and other natural resources.

He began his 33-year career with the NRCS as a conservation aid in Missouri. Subsequently, he has served the agency in South Carolina, Montana and its Washington, D.C. headquarters. As Chief, he leads 12,000 employees and manages a budget in excess of \$4 billion.

From 2002 to 2008, White was assigned as the NRCS State Conservationist in Montana. For much of 2007 and 2008, he was also detailed to Senator Tom Harkin's Capitol Hill office, where he helped the Senate Committee on Agriculture, Nutrition & Forestry craft the Conservation Title of the 2008 Farm Bill.

His earlier jobs in the Washington, D.C. area included two details to the staff of Senator Richard Lugar in support of agriculture committee work on energy and alternative fuels and the 2002 Farm Bill. He also completed a tour on the White House Task Force for Livable Communities.

White is an honors graduate of the University of Missouri, where he studied agriculture. He and his wife have a grown son and daughter.



The Power of Conservation: Local Actions with Global Impact!

Spotlight on Our Conference Sponsors

The IASWCD shines the spotlight on the companies and organizations serving as sponsors for the 2012 Annual Conference of Indiana SWCDs. From relevant and inspiring keynote speakers to hands-on sessions that provide solid take-home information, these sponsors' contributions are key.

Gold Sponsor

Hall Farms joins the Annual Conference of Indiana SWCDs for the second year as our **Gold Sponsor**. The company is a premier manufacturer and supplier of high quality Straw Blankets in the Midwest. Hall Farm's product line includes straw-coconut and excelsior



blankets. Installation is made easier by their "in-field" tested G-Pin fastener system along with Roll-Runner attachments for unrolling the larger rolls. Their Straw Wattles, a direct replacement for silt fence, creates a new and improved BMP for sediment containment and water flow management.

Hall Farms' continues to partner with Indiana SWCDs to always **Keep Family Farms an American Tradition**. Visit their website at www.straw-blankets.com.

Awards Banquet Sponsor

The Association welcomes **Saddle Butte Ag Inc.** as our **Awards Banquet Sponsor**. Saddle Butte Ag is an Oregon-based, family owned company specializing in the Midwest cover crop market. The company also produces a large percentage of the products that they market. They have several roots back to homesteads in the area, including one farm that is in the sixth generation of family operators.

Saddle Butte Ag Inc. is the leader in cover crops for the Midwest farmer. Their agronomists were involved with the early trial work done in Indiana helping manage relations between Indiana producers and the Oregon Ryegrass Commission. Currently Saddle



Butte Ag markets under the Bio Till logo. The premier products of the line is Bounty Annual Ryegrass followed by Enricher Cover Crop Radish. In addition they market the Nitro 80/20 Mix, 3-Way Cover Crop Mix, Buckeye Mix, Soil Buster Mix, Bounty Annual Ryegrass, Crimson Clover, Enricher Cover Crop Radish, Phacelia, Cahaba Vetch, Peas and Triticale. They have a distribution network throughout throughout the Midwest. For more information contact Ron Althoff at 217.868.5181 or visit the website at www.saddlebutte.com.

Keynote Speaker Sponsor

The Association welcomes back **Advanced Ag Resources** as a conference sponsor in the **Silver Keynote Speaker** category. In November 2008, Brodbeck Seeds joined forces with Dow AgroSciences to form a partnership. At the same time, Advanced Ag Resources and Accelerated Ag Distribution were established. Advanced Ag Resources is responsible for production of the Brodbeck seed while Accelerated Ag Distribution delivers the seed. Advanced Ag Resources has what the giants in the industry don't, a personal relationship with growers. Visit their website at www.advancedagresources.com.



Silver Sponsors

CISCO Farm Seed joins us in 2012 as a **Silver Sponsor**. CISCO Farm Seed is owned and managed by The CISCO Companies, a regional distribution company located in Indianapolis. The farm seed division consists of pasture, hay, summer annuals and cover crops. No matter what kind of farming you do, you will likely find products at CISCO that can benefit your operation. Visit the CISCO website at <http://ciscofarmseed.com>.



Tote Bag Sponsor

Thanks to Brodbeck Seeds, our **Tote Bag Sponsor** again in 2012! Brodbeck Brothers was established in 1934 by Lawrence and Edgar Brodbeck, Wabash, Ind. Six years ago, a new phase of growth began as **Brodbeck Seeds** started acquiring independent seed companies. In November of 2008, the company joined forces with Dow AgroSciences to form an unbeatable partnership. Traditions and work ethic were matched perfectly with Dow AgroSciences' leadership in the field and laboratory. Visit Brodbeck's website at www.brodbeckseed.com.



Opening Luncheon Sponsor

The IASWCD welcomes **Cardno JFNew** as our **Opening Luncheon Sponsor** for the 2012 Annual Conference. Cardno JFNew is an ecological consulting and restoration



Sponsor recognition (con't)

firm with more than 20 years of experience providing innovative and successful solutions to challenging environmental issues. Their teams offer expertise in wetlands, water resources, wildlife and habitat, sustainability and conservation, restoration, and cultural resource issues as well as expertise in the streamlined management of regulatory permitting and compliance. Contact Cardno JFNew at 574.586.3400. Visit their website at www.cardnojfnew.com.

Break and After-Hours Reception Sponsor

Indiana Farm Bureau, Inc., (IFB) the state's largest general farm organization, joins us again in 2012 as a **Break Sponsor** and **After**



Hours Reception Sponsor. IFB and its 92 county Farm Bureaus has as its purpose "to be an effective advocate for farmers and through its poli-

cies and programs, promote agriculture and improve the economic and social welfare of member families." Visit their Web site at www.infarmbureau.org.

Welcome Reception Sponsor

This is the fifth year **ArborTerra** has served as a conference spon-



sor. **ArborTerra's** expertise and services include forestry consulting, sediment and erosion control planning and implementation,

wetlands consulting, and urban forest management. ArborTerra assists these customers in protecting forest and land resources and at the same time makes these resources productive, profitable and sustainable. Contact ArborTerra at 317.994.6125 or visit the company's website at www.arborterra.com.

Bronze Sponsors



The IASWCD is pleased to have **Bayer Crop-Science** back with us again as a **Bronze Sponsor** for the 2012 Annual Conference. Bayer Crop-Science is an agricultural input supplier to the industry focusing on innovative products in the areas of crop protection, seed treatments, and traits while maintaining agricultural sustainability. Visit their Web site at www.bayer.com.

The IASWCD is pleased to have **Beacon Credit Union** back as a



Bronze Sponsor. Beacon "Guides the Way" by being the preferred provider for a lifetime of financial products for all. The mission of Beacon Credit Union is to provide fair and competitive financial products and services responsive to the needs of all member-owners.

Beacon is online at <http://beaconcu.org>.

Farm Credit Services of Mid-America joins us again as a conference **Bronze Sponsor.** Farm Credit Services is an ag lending cooperative managing over \$15.5 billion in assets. It serves over 85,500 farmers, agribusinesses and rural residents in Kentucky, Ohio, Indiana and

Tennessee. The association provides loans for all farm and rural living purposes including real estate, operating, equipment and housing and related services. For more information call 1.800.444.FARM (3276) or visit them online at www.e-farmcredit.com.



Halderman Farm Management, Inc. is a new **Bronze Sponsor** for the 2012 Annual Conference. The Halderman Companies have been in business since 1930, specializing in the appraisal, sale, acquisition and management of agricultural properties.



In addition to the main office staff, there are 22 area representatives throughout Indiana, Ohio and Michigan. Together they manage over 250,000 acres on 675+ farms. Visit The Halderman Farm Management website at www.halderman.com.

The IASWCD welcomes **Pioneer Hi-Bred**, a DuPont business headquartered in Des Moines, Iowa, as another Bronze Sponsor to the Annual Conference. Pioneer Hi-Bred is the world's leading developer and supplier of advanced plant genetics, providing high-quality seeds to farmers in more than 90 countries. Pioneer provides agronomic support and services to help increase farmer productivity and profitability and strives to develop sustainable agricultural system. Visit their website at www.pioneer.com.



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- KB Seed Solutions, www.kbseedolutions.com
- LG Seeds, www.lgseeds.com
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- Poet Biorefining, www.poet.com/cloverdale
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- WIN Energy REMC, www.winenergyremc.com

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Award Sponsors

- Brownfield Radio Network: *Friend of Conservation*
- Indiana Farm Bureau, Inc.: *Conservation Farmer of the Year*
- Indiana Prairie Farmer Magazine: *Supervisor of the Year*

Special Recognition

The IASWCD would like to acknowledge the Indiana USDA Natural Resources Conservation Service for their continued support of the Annual Conference.

The Power of Conservation: Local Actions with Global Impact!

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Monday, January 9, 2012

- 7 a.m. Registration Open
- 8:30 to 10:30 a.m. State Soil Conservation Board Meeting, **ROOM: DENVER**
- 11 a.m. to 12 noon General Session I: *Bruce Vincent, Third-Generation Logger, Libby, Montana*
Sponsored by Advanced Ag Resources, ROOM: MARRIOTT 1-4
- 12 to 5 p.m. Auxiliary Silent Auction Open, **ROOM: TABLES OUTSIDE THE DENVER ROOM, 2ND FLOOR**
- 12:15 to 2:15 p.m. Opening Luncheon: *Goose Pond: A Local Wetland Restoration Project with Global Impact; Brad Feaster, IDNR, and Lee Sterrenburg, Volunteer, The Audubon Society*
Sponsored by Cardno JFNew, ROOM: MARRIOTT 5
- 2:30 to 3:30 p.m. Conservation Round Tables, **ROOMS: SEE SEPARATE SHEET**
- 3:30 to 4 p.m. Break - **Sponsored by Indiana Farm Bureau, Inc.**
ROOM: 2ND FLOOR FOYER



Brad Feaster



Lee Sterrenburg

4 to 5 p.m. Hands-On Training Sessions

Conservation Implementation / Cover Crop Economics, James J. Hoorman, Ohio State Extension Service Cover crops add internal value to the soil in the form of increased nutrient retention (N & P) and nutrient efficiency, as well as increased soil organic matter, water infiltration, soil water storage, and eventually, increased crop yields. There are also many external costs to not keeping the soil covered with live plants. These include soil erosion, sedimentation, dredging and water treatment costs associated with excess nutrients and hypoxia, and even flooding and climate change expenses. General costs (internal and external), as well as the benefits of cover crops will be discussed. **AUDIENCE: SWCD SUPERVISORS AND TECHNICIANS, PARTNERS / ROOM: MARRIOTT 6**



James J. Hoorman

Technical / Soil Changes in Response to Conservation Practices, Bob Barr, IUPUI; Jack Maloney, Hendricks County farmer

Observations of runoff and infiltration in several fields in central Indiana suggest that conservation practices may substantially change some soil characteristics. A set of conservation practices including no-till, cover crops, drainage management, and soil amendments have resulted in fields that have historically been compacted and very poorly drained and ponded becoming well drained. Fields managed with conservation practices are notably better drained than surrounding conventionally tilled fields. Conservation management results in decreased nutrient application, yet yields from the fields managed with conservation practices meet or exceed conventionally tilled fields. **AUDIENCE: SWCD STAFF, SUPERVISORS, TECHNICIANS, PARTNERS / ROOM: MARRIOTT 7-8**



Bob Barr



Jack Maloney

Capacity Building / Managing a Successful Watershed, Lisa Holscher, West Central Indiana Watershed Alliance; Greg Lake, St. Joseph Watershed; Randy Roe, St. Marys River Watershed Project

This panel presentation will cover three different watersheds and the various phases and stages of development including: coordinator retention; keeping the interest alive within committees as you progress in the planning stages; and tips on getting practices on the ground in the implementation phase. **AUDIENCE: SWCD AND WATERSHED STAFFS, PARTNERS / ROOM: MARRIOTT 9**



Lisa Holscher



Greg Lake



Randy Roe

Outreach & Education / How to Set Up a Cost-Share Program, Allen Haynes, DeKalb County SWCD; Vickie Smith, Dearborn County SWCD

This hour is a real “nuts and bolts” session for District and watershed staff and supervisors interested in cost-share programs. How do you successfully work with cost-share programs? What should you consider when attempting to get a cost-share program started? How does your District or watershed organization effectively implement it? We’ll also cover ways to utilize the tech team for assistance; going it alone versus partnering with other Districts/organizations; ranking systems; etc. **AUDIENCE: SWCD STAFF AND SUPERVISORS, WATERSHED STAFF / ROOM: MARRIOTT 10**



Allen Haynes



Vickie Smith

7 to 10 p.m. Welcome Reception Reconnect with colleagues and friends.

Sponsored by ArborTerra Consulting, ROOM: DENVER AND FOYER AREA

The Power of Conservation: Local Actions with Global Impact!

Tuesday, January 10, 2012

7 a.m. Registration Open

8 to 9 a.m. Exhibits & Continental Breakfast, **2ND FLOOR FOYER**

8 a.m. to 5:30 p.m. Exhibits, Auxiliary Silent Auction & District Showcase Displays Open / *Complete an exhibitor guide for the giveaway drawing* this evening by visiting each exhibitor, stamp your card, turn it in! **2ND FLOOR FOYER**
NOTE: SILENT AUCTION CLOSSES @ 4:30 P.M.

8:30 to 9:30 a.m. SWCD Resolutions Review & Legislative Breakfast Updates, **ROOM: MARRIOTT 1-4**

9:30 to 10:30 a.m. Hands-On Training Sessions



Denise Wright

Conservation Implementation / Onsite Sewage Systems (OSS): From Soup to Nuts, Denise Wright, Indiana State Department of Health The presentation will start off with a brief description and discussion about the basic components that make up an Onsite Sewage System compliant with Indiana regulations. We will then transition to OSS Maintenance: "The Missing Link" in the life cycle of systems in Indiana. The session will conclude by tackling the issue of "Educated Ownership: How do we get the word out to homeowners on proper OSS use and maintenance?" **AUDIENCE: SWCD SUPERVISORS AND STAFF, WATERSHED STAFF / ROOM: MARRIOTT 6**



George Athanasakes

Technical / Applying the Principles of Geomorphology to Restore Streams and Stream Banks, George Athanasakes, Stantec Streams are complex systems formed in nature through a variety of natural processes. These natural processes are studied through the field of Fluvial Geomorphology. This presentation will briefly describe key geomorphic principles that guide the formation of natural stream systems. We'll discuss ways to apply these principles to design the restoration of stream systems. Emphasis will also be given on new state-of-the-art stream bank and bed treatments and their applications. In addition, a case study of a stream restoration project will be presented. **AUDIENCE: TECHNICIANS, SWCD AND WATERSHED STAFF, PARTNERS / ROOM: MARRIOTT 7-8**



Doug Keller

Technical 2 / Aquatic Invasives, Doug Keller, Indiana Department of Natural Resources Indiana is no stranger to aquatic invasive species. Species began entering the state when settlers were bringing their favorite fish and plants from their homelands. Most species introduced early in Indiana's history are now widely spread throughout the state and region. In this session we'll cover the many invasive species that are causing ecological damage. We will discuss how we are, at best, able to control only the most nuisance populations simply to mitigate against their harmful effects. As counties, states, countries and continents are now more easily connected through transportation and commerce, we are seeing an increasing rate of invasions into Indiana, the region and our country. We have had a number of highly invasive species recently enter the state . . . at our doorstep. **AUDIENCE: ALL / ROOM: SANTA FE**



Larry Clemens

Capacity Building / Leveraging Funding Opportunities, Larry Clemens, SSCB / CCP, WREP, MRBI; Bonny Elifritz, IDEM / 319; Leah Harden, Greater Wabash RC&D / MRBI; Jill Reinhart, USDA NRCS / MRBI

Success stories showcase how to complement new opportunities and traditional funding sources in conservation work. Learn more about initiatives (Great Lakes Restoration and the Mississippi River Basin), partnership opportunities (Cooperative Conservation Partnership Initiative), and how to marry these new opportunities with more traditional funding like 319 and LARE.

AUDIENCE: SWCD SUPERVISORS AND STAFFS, WATERSHED STAFF / ROOM: MARRIOTT 9



Bonny Elifritz



Leah Harden



Jill Reinhart



Angie Tilton

Outreach & Education / Healthy Rivers Initiative: Engaging Partners Today to Build a Conservation Legacy for Tomorrow, Angie Tilton, Indiana Department of Natural Resources

In June 2010, Governor Daniels announced the Healthy Rivers Initiative, Indiana's largest land conservation initiative. Information will be shared on how this 70,000-acre project was born with limited staff, time, money and resources. Sound familiar? Come learn how the Healthy Rivers Initiative leveraged partners and implemented a social media campaign to generate public support. You will leave this session with lessons learned as well as tips and tricks to enhance your District's outreach efforts with limited resources. **AUDIENCE: ALL / ROOM: MARRIOTT 10**

Tuesday, January 10, 2012

10:30 to 11 a.m. Break: Visit with Exhibitors, the Auxiliary Silent Auction and District Showcase Displays, **2ND FLOOR FOYER**



11 a.m. to noon

General Session II: **Dave White, Chief, Natural Resources Conservation Service, ROOM: MARRIOTT 1-4**

Tuesday, January 10, 2012

12:05 to 1:15 p.m.

Hoosier Networking Luncheon, **ROOM: MARRIOTT 5-6**

1:15 to 1:45 p.m.

SWCD Region Meetings, **ROOMS: SEE SEPARATE SHEET**

1:45 to 2 p.m.

Break - Visit with Exhibitors, the Auxiliary Silent Auction and District Showcase Displays, **2ND FLOOR FOYER**

2 to 3 p.m.

Hands-On Training Sessions

Conservation Implementation / Conserving Pollinators and Their Habitat, Jennifer Hopwood, The Xerces Society

One out of every three foods you eat (and one out of every four foods that wildlife eat) was pollinated by an insect. Jennifer's workshop will introduce you to native pollinators and ways to protect existing habitat to create additional habitat to attract and support these important insects. This session will incorporate habitat planning and will use actual farm maps as examples to modify habitat and practices to encourage pollinators. **AUDIENCE: ALL / ROOM: MARRIOTT 10**



Jennifer Hopwood

Technical / On Farm Network - First Year Results, Roz Leeck, Indiana Soybean Alliance; Hans Kok and Dan Towery, Conservation Cropping Systems Initiative

The Indiana On-Farm Network[®] is working with farmers and their technical advisors to improve profitability and the environment. In the first full year of the program we worked with more than 120 cooperators on nearly 300 fields. This session will provide background on the project, results highlights from the first year, and explore the future opportunities for Indiana farmers and soil and water conservation professionals. **AUDIENCE: SWCD TECHNICIANS, WATERSHED STAFF AND SUPERVISORS / ROOM: MARRIOTT 7-8**



Hans Kok



Dan Towery



Roz Leeck

Capacity Building / Employee Evaluations: Now What?, Jeff Beck, Baker & Daniels LLP

It's a well-established fact – supervisors do not like to complete performance appraisals and do not like to conduct formal performance appraisal meetings. In a recent survey, supervisors were asked to identify the worst aspects of their jobs. The worst aspect was firing employees. The second worst aspect was conducting formal performance appraisal meetings – even for employees who have provided good job performance! This session is designed to provide you with practical guidance on effectively documenting performance feedback as well as effectively conducting the formal performance appraisal meetings.

AUDIENCE: SWCD SUPERVISORS / ROOM: MARRIOTT 9



Jeff Beck

Outreach & Education / More Than a Message Part 1, Eric Eckl, Water Words That Work

Even the strongest message won't deliver itself! Learn how the pros plan their campaigns, measure their accomplishments, and do it even better next time. In Part 1, you will learn to take aim at target audiences — selecting the right message delivery tool for the task at hand. Participants will discover the strengths and weakness of public relations, advertising, direct mail, and online approaches for delivering issue advocacy, fundraising, and pollution prevention messages. **AUDIENCE: SWCD AND WATERSHED STAFFS, PARTNERS / ROOM: SANTA FE**



Eric Eckl

Tuesday, January 10, 2012

3 to 3:30 p.m.

Break - Visit with Exhibitors, the Auxiliary Silent Auction and and District Showcase Displays
Turn in your completed exhibitor guide for tonight's giveaway drawing. 2ND FLOOR FOYER
Sponsored by Indiana Farm Bureau, Inc.



The Power of Conservation: Local Actions with Global Impact!

Tuesday, January 10, 2012

3:30 to 4:30 p.m.

Hands-On Training Sessions



Amie Lester



Jill Hoffman

CONSERVATION IMPLEMENTATION / New Indiana NRCS Urban Practices, Amie Lester, NRCS; and Jill Hoffman, Empower Results
NRCS in Indiana has recently updated their Field Office Technical Guide to include some of the urban practices that are commonly installed in Indiana. The session will discuss which practices have been added, a description of their uses and design challenges, and which NRCS standards can be applied to these practices. **AUDIENCE: SWCD AND WATERSHED STAFFS, TECHNICIANS /**

ROOM: MARRIOTT 10



James Pothoff

TECHNICAL / How to Help Landowners Start Dealing with Invasive Exotics (Terrestrial), James Pothoff, IDNR

This session will help you instruct foresters on the best ways to approach and educate landowners about invasive exotics. Pothoff will share the “do’s and don’ts” he learned during his time as a district forester. The ultimate goal is to promote ecologically and economically responsible resource management that sustains the entire forest across the landscape. **AUDIENCE:**

ALL / ROOM: MARRIOTT 7-8



Pete Hanebutt

CAPACITY BUILDING / Successful Political Engagement: Are You in the Game or On the Sidelines?, Pete Hanebutt, Indiana Farm Bureau, Inc.

It is essential for conservation partners to participate in the public policy process. We have the opportunity to do so at the local, state and federal levels. But how do we participate effectively? How do we influence elected officials on key public policy issues related to soil and water conservation, natural resources, sustainable agricultural, or urban conservation? Pete Hanebutt, political education specialist for Indiana Farm Bureau, Inc., will walk you through this critical process.

AUDIENCE: SWCD SUPERVISORS AND STAFF/ ROOM: MARRIOTT 9



Eric Eckl

OUTREACH & EDUCATION / More Than a Message Part 2, Eric Eckl, Water Words That Work

This session builds on Part 1. In this hour, you will learn the life cycle of a message out in the wild — and how to predict and measure the number of people who notice and respond to your advocacy, fundraising or pollution prevention message.

Discover what it takes to turn simple actions into big steps that really make a difference. **AUDIENCE: SWCD AND WATERSHED STAFFS, PARTNERS/ ROOM: SANTA FE**

4:30 p.m.

Make your final bids for the Auxiliary’s Silent Auction, Tables outside of the **DENVER ROOM, 2ND FLOOR FOYER**

4:30 to 5 p.m.

Last Chance to Visit with Exhibitors and District Showcase Displays: Prize Drawing will take place at the conclusion of the awards banquet. You, or a representative, must be present to accept your gift.

6 to 8:30 p.m.

Conservation Awards Banquet, **ROOM: MARRIOTT 1-5**

Sponsored by Saddle Butte Ag, Inc.

8:30 to 11 p.m.

After Hours Reception. Join us for a cash bar, music and socializing with friends.

Sponsored by Indiana Farm Bureau, Inc., FOYER OF MARRIOTT ROOMS 1-5

WEDNESDAY, JANUARY 11, 2012

7:30 to 8:45 a.m.

Legislative Breakfast, **ROOM: MARRIOTT 1-5**

9:30 a.m. to noon

IASWCD Annual Business Meeting, **ROOM: MARRIOTT 6**

9:15 a.m. to noon

WORKSHOP FOR SWCD AND WATERSHED ORGANIZATION STAFFS / PRE-REGISTRATION IS REQUIRED / ROOM: MARRIOTT 9 - 10

Water Words That Work, Eric Eckl, Water Words That Work

Make a splash with your communications! Relearn the language that everyday citizens use and you’ll become more confident and successful as you set out to enlighten the uninformed and persuade the undecided to take a stand or take action on behalf of our rivers, lakes and oceans. You’ll walk through a step-by-step process for transforming professional language into action language that will help make your next fundraising, issue advocacy, and behavior change campaign a success.



Eric Eckl

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