



MINNESOTA ASSOCIATION OF SOIL AND WATER CONSERVATION DISTRICTS
66th ANNUAL MEETING AND 12th ANNUAL TRADE SHOW

UNITED WE STAND -- FOCUS ON THE LAND

DECEMBER 8, 9, & 10, 2002
RADISSON RIVERFRONT HOTEL, ST. PAUL, MINNESOTA

[Photo of Max Armstrong]

Featuring Keynote Speaker

Max Armstrong

one of America's best-known and most widely followed agricultural journalists

*Also featuring a panel discussion on how State and Federal legislative initiatives are working to assist
Minnesota SWCDs as the State experiences budget crunches:*

Billy Wilson, National Association of Conservation Districts, 2nd Vice President

Peggy Ingison, State Budget Director, Minnesota Department of Finance - scheduled to appear

Rick Hansen, MASWCD Legislative Committee

Minnesota's Newly Elected Governor - *to be invited*

A conference featuring grass-roots initiatives to conserve
the soil and water resources of the State of Minnesota.

The function of the Soil and Water Conservation Districts is to take technical, financial and educational resources, whatever their source, and focus or coordinate them so that they meet the needs of the local land user.

Hosted By:

Minnesota Association of Soil and Water Conservation Districts and
the Area II (West Central MN) Soil and Water Conservation Districts (SWCDs), Mary Ann Scharf, Area II Director

UNITED WE STAND – FOCUS ON THE LAND

MASWCD 66th ANNUAL MEETING AND 12th ANNUAL TRADE SHOW
DECEMBER 8, 9, & 10, 2002
RADISSON RIVERFRONT HOTEL, ST. PAUL, MINNESOTA

MASWCD ANNUAL CONVENTION AT A GLANCE

SUNDAY, DECEMBER 8, 2002

Noon - 6:00 p.m.
6:00 p.m. - 8:15 p.m.

[photo
of Tom
Gibson]

Registration Open Convention Kickoff & Dinner

- Announcement of 2002 Essay and Poster Winners
- Readings by Essay Winners and Presentation of Prizes
- Dinner
- Entertainment - “Sam Ting” presented by Tom Gibson
The delightful Norwegian humor of “Sam Ting” captures the attention of all audiences as Sam teaches natural resource conservation awareness through the story of the weasel family. Dressed in his best over-alls, white shoes and finest hat, Sam’s presentation is complete with lots of “You Bets” and “Uff-da’s.”
- Recognition of Deceased Supervisors

MONDAY, DECEMBER 9, 2002

6:30 a.m. - 8:30 a.m.
7:30 a.m.
8:25 a.m. - 10:15 a.m.

Hospitality Rooms Open

- Open to all convention attendees.

Registration Opens

Opening Ceremony and Business Meeting *Monday business meeting will have reports & introduction of business only - all voting will take place during the Tuesday business meeting*

- Presiding: Richard Zupp, MASWCD President
- Presentation of the Flags
- President’s Report, Richard Zupp, MASWCD President
- Introduction of MASWCD Committee Chairs
- Introduction of MASWCD Resolutions, Scott Hoese, MASWCD Vice President
- Introduction of Proposed Bylaws Changes, Scott Hoese, MASWCD Vice President
- Finance Committee Report, Carol Berg, MASWCD Secretary/Treasurer
- Panel Discussion: “How Are State and Federal Legislative Initiatives Working to Assist Minnesota SWCDs as the State Experiences Budget Crunches?”
 - **Billy Wilson, NACD 2nd Vice President**
 - **Peggy Ingison, State Budget Director - scheduled to appear**
 - **Rick Hansen, MASWCD Legislative Committee**
 - **Minnesota’s Newly Elected Governor - to be invited**

8:00 a.m. - 5:00 p.m.
8:30 a.m. - 5:00 p.m.

Trade Show Open

Press Room Open

- Open to all convention attendees. Stop by and set up interviews for your local radio stations and get assistance with local press releases.

10:15 a.m. - 10:45 a.m.
10:45 a.m. - 11:30 a.m.

Refreshment Break in the Trade Show Area

Keynote Address: Max Armstrong

[photo of
Max
Armstrong]

Max Armstrong is one of America’s best-known and most widely followed agricultural journalists. His daily broadcasts, with colleague Orion Samuelson, have been heard by millions of Americans across the United States for nearly 25 years. A product of a farm in Southwestern Indiana, Max has spent the past two decades delivering the news about agriculture to his vast farming audience, as well as the non-farm consumers in the nation’s third largest city - Chicago.

11:45 a.m. - 1:45 p.m.

Awards Luncheon

- Minnesota DNR Division of Waters Appreciation Award
- MASWCD/DNR Outstanding Forest Steward Award
- MASWCD Media Award
- MASWCD Legislator of the Year Award
- MASWCD Environmental Education Award
- Outstanding District Employee Award
- MASWCD Outstanding Supervisor Award

2:00 p.m. - 3:00 p.m.

MINI SESSIONS

YOU WANT IT WHEN? ENGINEERING ALTERNATIVES - WHAT'S AVAILABLE!

With the ever-increasing requests for engineering assistance, attendees of this session will learn about the Non Point Engineering Assistance Program. Hear how it began, how it is working, and see a presentation of projects designed and installed across Minnesota with assistance from this program.

Presenters: Al Broyles, Professional Engineer, JPB Area 4
Jeff Haverland, Engineering Technician, JPB Area 4
Al Kean, Chief Engineer, BWSR

Moderator: Jerome Flottesch, Becker SWCD Supervisor

TAKE THE LEAD ON NEW DEVELOPMENT ISSUES

This is a repeat and expansion of last year's concurrent session on the Non-point source pollution Education of Municipal Officials (NEMO) program. This is a program that every SWCD board should hear about! Learn how your SWCD can take the lead in your county to help officials dealing with development understand the implications of new development in sensitive areas.

Presenter: Jay Michels, Minnesota Erosion Control Association
Moderator: Helen McLennan, Morrison SWCD District Manager

TALK, TEACH, TOUCH... BUILDING RELATIONSHIPS WITH DECISION MAKERS

How do you go about building relationships with elected officials? Is it your job or someone else's? Can you build relationships and do your job as well? This workshop will impress upon you the importance of building relationships in your organization and how to build it into the work you do for the Soil and Water Conservation Districts. You will get real life ideas of ways to build relationships as well as hear anecdotal stories about what works and what doesn't, thrown in with a good dose of humor!

Presenter: Cindy Bigger, University of Minnesota Extension Service
Moderator: Jerry Haggemiller, Douglas SWCD District Manager

MINNESOTA FIREWISE: WHAT IT IS AND WHAT IT CAN MEAN TO YOUR SWCD

Minnesota Firewise is a project sponsored by the USDA National Fire Plan, operated by the Minnesota DNR. It seeks to work with homeowners and local community organizations to prevent losses of life and property from wildfire. This presentation will outline the program and discuss cooperation with local SWCDs.

Presenter: Tom Eiber, Minnesota DNR Forestry
Moderator: Tom Schulz, Wadena SWCD Supervisor

3:00 p.m. - 3:30 p.m.

Refreshment Break in the Trade Show Area

3:30 p.m. - 4:30 p.m.

MINI-SESSIONS

TO BE OR NOT TO BE?... THIRD PARTY VENDORS

This session will look at opportunities for technical assistance with the new Farm Bill including third party vendors. The certification process will be explained along with the USDA requirements to be qualified as a third party vendor.

Presenter: Paul Flynn, State Resource Conservationist, USDA NRCS
Moderator: Kim Krueger, Pope SWCD District Manager

BUILDING CAPACITY? HERE'S A WAY TO STEP UP TO THE PLATE

An opportunity is on the horizon for SWCDs to help implement Phase II of the National Pollutant Discharge Elimination System (NPDES). Learn how to implement this service in your county and what type of partnership can be established with the Minnesota Pollution Control Agency.

Presenters: Reed Larson, Minnesota Pollution Control Agency
Jay Riggs, Urban Conservationist, Dakota SWCD

Moderator: Keith Pohl, Crow Wing SWCD District Manager

TIDBITS FROM THE STATE CAPITOL

Learn of upcoming changes in SWCD laws and the 2004-2005 budget issues that will directly affect local SWCDs. You will also get an update on the many new faces in the legislature this coming year.

Presenters: Ron Harnack, Executive Director, BWSR
Jim Birkholz, Capacity Project Manager, BWSR
Judy Erickson, MASWCD Lobbyist

Moderator: Harold Bruns, Cass SWCD Supervisor

3:30 p.m. - 4:30 p.m.

MINI-SESSIONS (continued)
ORGANIC OPTIONS AND EQIP

With the new Farm Bill, the Environmental Quality Incentive Program (EQIP) has an option supporting the transition to organic cropping. Take a look at the possibilities as the panelists give an overview of where to start as you consider organics on yours or a cooperator's farm. Getting started from the producer's point of view, getting certified, organic marketing opportunities and making the transition with EQIP cost-share are key points.

Presenters: Carmen Fernholz, MN Organic Crop Improvement Association
Craig Murphy, Organic Farmer
Tim Koehler, Assistant State Conservationist, USDA NRCS

Moderator: Mary Ann Scharf, Stevens SWCD Supervisor

5:00 - 5:15 p.m.

Drawing for Prizes in the Trade Show Area

7:30 p.m.

Auction for Conservation Education

- Hosted by the MASWCD Auxiliary
- Funds raised by the auction support conservation education activities.
- Auctioneer - Vince Bachmann, 1997 Minnesota Champion Auctioneer

TUESDAY, DECEMBER 10, 2002

6:30 a.m. - 8:30 a.m.

Hospitality Room Open

- Open to all convention attendees.

7:30 a.m.

Registration Opens

8:00 a.m. - 12:00 p.m.

Minnesota Construction Site Erosion Control Training/Certification

This training will be comprised of three parts: overview of new Minnesota NPDES Phase II construction permit, review of proper erosion control techniques and practices; development and implementation of an erosion control plan and a certification exam.

Instructor: Jay Michels, Minnesota Erosion Control Association (MECA)

8:30 a.m.- 11:45 a.m.

Business Meeting

- Presiding: Richard Zupp, MASWCD President
- Approval of Standing Rules
- Action on 2003 Budget
- Action on Proposed Resolutions
- Election of Officers
- New Business - Legislative Agenda and Proposed Bylaws Changes

8:30 a.m.- 11:45 a.m.

Photos of Outstanding Conservationists

8:30 a.m. - 10:00 a.m.

EMPLOYEE SESSIONS

USING GIS TO GET THE MOST DIRT FROM YOUR SOIL SURVEY

Published soil surveys typically contain over 20 tables of information along with 30-60 maps sheets. Using Geographic Information System (GIS) technology is the only efficient way to handle that much information in a timely fashion.

Presenters: Ken Matzdorf, Soil Scientist, USDA NRCS
Gloria Weisel, GIS Coordinator, Todd County

Moderator: Sandy Rohr, Todd SWCD District Manager

QUICK TIPS FOR QUICKBOOKS USERS

Informational topics and ideas consolidated from district input will be addressed at this session. Useful tips and shortcuts will be shared with all to incorporate into your individual Quickbooks accounting program. Don't miss this opportunity to learn and share!

Presenter: Vicki Miller, Norman SWCD Assistant Manager

Moderator: Mary Jensen, West Otter Tail SWCD Secretary

PRAIRIE GRASSES AND FORBS ON MY FARM? WHY? THE WAIT IS WORTH IT!

Learn successful methods for establishing native grasses and forbs on upland sites. Whether planting to reduce lawn mowing and beautify your yard on a field scale for water quality and wildlife benefits, hear why native plants are so popular. Presenters will explain how to do it right and what to avoid. Tried and true methods will be explained as well as innovative approaches.

Presenters: Garth Kaste, Kaste Seed Company
Kevin Kotts, DNR Wildlife Manager
Terry Tank, Minnesota River Native Seed Supply

Moderator: Dave Jungst, Stevens SWCD District Manager

8:30 a.m. - 5:00 p.m.
10:00 a.m. - 10:30 a.m.
10:30 a.m. - 11:45 a.m.

Press Room Open

Refreshment Break

EMPLOYEE SESSIONS

RECOGNIZING THE MESSENGER

Partnerships are key to the success of most conservation done on the ground today. The ability to identify those partners with mutual goals is paramount to achieving those resource goals. This session will explore different “messengers” for conservation.

Presenters: Matt Holland, Pheasants Forever Regional Wildlife Biologist
DuWayne Dittrich, USDA-NRCS District Conservationist

Moderator: Don Otto, Traverse SWCD District Manager

HEALTHY, WEALTHY AND WISE

Attend this session to learn more about the Public Employees Insurance Program (PEIP) and the Minnesota Deferred Compensation Plan (MNDCP). The PEIP’s mission is to make affordable health, dental and life insurance coverage to all public employees regardless of size, location or other factors. The MNDCP is an easy, “automatic” way to save through payroll deduction and is open to all public employees in Minnesota.

Presenters: Bonnie Torgerson, Public Employees Insurance Program
Shawn Byrne, Public Employees Insurance Program
Michael Ragatz, NBI/Och’s Services, Inc.

Moderators: Diane Lommel, Wilkin SWCD and Karen Carlsrud, Clay SWCD

“GET THE NEWS OUT!” ADDING ZING TO YOUR MARKETING MATERIALS

Flyers, brochures, mailings, newsletters. How does a district get noticed in today’s competitive marketing environment? Get some tips on improving your marketing materials, receive resources for new ideas, discuss a process to implement a design style and be ready to share your tricks. Bring your latest publications (with extras to share at an exchange table) and share your success stories.

Presenter: Peter Raeker, Communications Director, BWSR

Moderator: Kari Tomperi, Wadena SWCD Staff

Noon - 2:00 p.m.

[photo of
Don
Wick]

Outstanding Conservationists Luncheon

(Co-Sponsored by *The Farmer Magazine* and MASWCD)

- Moderating: Don Wick, Farm Reporter, WCCO Radio
- Slide Show of Minnesota’s Outstanding Conservationists
- Presentation of the Minnesota Outstanding Conservationist Award
- Recognition of the Nominating SWCD
- Presentation of Distinguished Service Awards to SWCDs
- Presentation of the SWCD of the Year Award

1:00 p.m. - 5:00 p.m.

Minnesota Construction Site Erosion Control Training/Certification

This training will be comprised of three parts: overview of new Minnesota NPDES Phase II construction permit, review of proper erosion control techniques and practices; development and implementation of an erosion control plan and a certification exam.

Instructor: Jay Michels, Minnesota Erosion Control Association (MECA)

2:00 p.m. - 2:30 p.m.

Refreshment Break

2:30 p.m. - 4:00 p.m.

[photo of
Martha
Bryan]

United We Stand - Making it Happen

Organization excellence starts with individuals working together to make things better for themselves and their organization. This program is about how we can become united to make this happen. Steps to success, team building, and goal setting are just a few of the topics to be covered in this session.

Presenter: Martha Bryan, Bryan and Bryan Associates

5:00 p.m. - 6:00 p.m.

Reception

6:00 p.m. - 8:15 p.m.

Banquet

- Presiding: Richard Zupp, MASWCD President
- Recognition of Retiring Supervisors
- Entertainment - ***Marcoux Corner***

[photo of Marcoux
Corner]

Marcoux Corner pleases every audience with their diverse and unique brand of live entertainment. Not only does Marcoux Corner provide amazing vocal harmonies, they also have an uncanny knack for entertaining. With a great blend of humor and harmony, they cover 5 decades of music from the doo-wop style of the ‘50s to a more contemporary twist on many of your favorite songs.

WEDNESDAY, DECEMBER 11, 2002

8:30 a.m. - 4:30 p.m.

Certified Professional in Erosion & Sediment Control (CPESC) Training

(Certification exam will follow on Thursday, for those who pre-qualify with CPESC, Inc.)

Sponsored by MECA and MASWCD. Having CPESC certification can help an SWCD to: enhance professional credibility; promote awareness of the erosion and sediment control profession; have greater influence on policy decisions affecting technical and professional issues; and gain access to unique sources of information and educational opportunities.

Instructors: Jay Michels, CPESC, Minnesota Erosion Control Association (MECA)
Jay Riggs, CPESC, Dakota Soil and Water Conservation District
Jennifer Hildebrand, CPESC, Bonestroo, Rosene, Anderlik & Assoc.

THURSDAY, DECEMBER 12, 2002

8:00 a.m. - 4:00 p.m.

Certified Professional in Erosion & Sediment Control (CPESC) Certification Exam

(available to those who pre-qualify with CPESC, Inc.)

Sponsored by MECA and MASWCD.

MASWCD AUXILIARY PROGRAM

SUNDAY, DECEMBER 8, 2002

6:00 - 8:15 p.m.

Convention Kickoff and Dinner

MONDAY, DECEMBER 9, 2002

7:30 p.m.

Auction for Conservation Education

TUESDAY, DECEMBER 10, 2002

8:30 a.m.

Breakfast & Business Meeting

■ Presiding: Yvonne Hoese, MASWCD Auxiliary President

10:00 a.m. - 4:30 p.m.

Silent Auction

2:30 p.m. - 4:00 p.m.

“Make it and Take it” Craft Workshop

‘Tis the Season! Have fun putting together hand-made Christmas gifts.

You must be pre-registered for this workshop- there is a \$10 charge

[Map to Radisson Riverfront]

FOR CONVENTION INFORMATION CONTACT:

Sheila Vanney or LeAnn Buck

MASWCD, Suite 201, 790 Cleveland Avenue South Suite 201, St. Paul, MN 55116

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MASWCD 2002 ANNUAL MEETING & TRADE SHOW

Radisson Riverfront Hotel

11 East Kellogg Boulevard, St. Paul, MN

(651) 292-1900

2002 CONVENTION SPONSORED BY:

Minnesota Association of Soil and Water Conservation Districts

2002 CONVENTION CO-SPONSORS:

The Farmer Magazine · MN Board of Water and Soil Resources

MN Natural Resource Conservation Service · MN Erosion Control Association