



MINNESOTA ASSOCIATION OF SOIL AND WATER CONSERVATION DISTRICTS  
68<sup>th</sup> ANNUAL MEETING AND 14<sup>th</sup> ANNUAL TRADE SHOW

# LAKES, LAND, LEADERSHIP -- CONSERVATION ON A CHANGING LANDSCAPE

**December 5-7, 2004**  
**DULUTH ENTERTAINMENT CONVENTION CENTER (DECC)**  
**DULUTH, MINNESOTA**



***Fred Kirschenmann***  
***Leopold Center***



***Marcia Doty***  
***College of St. Scholastica***

*Featuring*

**&**

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 III (Northeast) Soil and Water Conservation Districts (SWCDs), Ted Lovdahl, Area III Director

**LAKES, LAND, LEADERSHIP --  
CONSERVATION ON A CHANGING LANDSCAPE**

**MASWCD 68<sup>th</sup> ANNUAL MEETING AND 14<sup>th</sup> ANNUAL TRADE SHOW  
DECEMBER 5-7, 2004**

**DULUTH ENTERTAINMENT CONVENTION CENTER (DECC), DULUTH, MINNESOTA**

**SUNDAY, DECEMBER 5, 2004**

- Sunday is open for attendees to explore the many sites and attractions the Duluth area has to offer.

**MONDAY, DECEMBER 6, 2004**

6:30 a.m. – 8:15 a.m.

**Hospitality Rooms Open at Radisson & Holiday Inn** - Open to all convention attendees

7:00 a.m.

**Registration Opens at the DECC**

8:25 a.m. – 10:15 a.m.

**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*



*Scott Hoese*

- Presiding: Scott Hoese, MASWCD President
- President's Report, Scott Hoese, MASWCD President
- Introduction of MASWCD Committee Chairs
- Introduction of MASWCD Resolutions, Carol Berg, MASWCD Vice President
- Introduction of New Business, Carol Berg, MASWCD Vice President
- Finance Committee Report, Greg Roiger, MASWCD Secretary/Treasurer
- Introduction of Candidates for the Offices of MASWCD President & Vice-President

8:30 – 4:00 p.m.

**"How to Teach Forestry to Kids" - Educational Workshop**

Do you teach natural resource issues to kids? Whether you teach about trees, water, or air, this course may be for you. Gain confidence, learn teacher tricks, and ensure your success with school groups. Designed for SWCD personnel, this course will provide information on discovering learning styles, understanding developmental ages, recognizing bias in curriculum, presenting controversial topics, and understanding what teachers want from you. Workshop participants will learn how to use curricula (Project Learning Tree is popular with teachers), receive curricula to keep, and become certified to use it.

- off-site workshop at the MPCA office in Canal Park
- there is a separate registration form and fee for this workshop
- facilitator – Laura Duffey, Department of Natural Resources

9:00 a.m. – 4:00 p.m.

**Press Room Open** to all convention attendees

9:15 a.m. – 10:15 a.m.

**Keynote Address – "Challenges & Opportunities for Tomorrow's Conservationists & Farmers"**  
**Fred Kirschenmann, Director, Leopold Center for Sustainable Agriculture**



*Fred Kirschenmann*

As we anticipate some of the changes that will inevitably occur in the next few decades, it becomes clear that conservationists and farmers will be presented with some significant new challenges and many opportunities to work together to make agriculture more productive and sustainable. We face a future of depleting fossil fuel resources, climate change, and natural sinks that have reached their absorbent capacity. We now need to develop a post modern agriculture that takes these new realities into account. Many agro-ecologists suggest that we now need to replace current technologies based on fossil fuels with multi-species systems that are more self-regulating and resilient. Hear from Fred Kirschenmann about how these circumstances provide us with new opportunities for conservationists and farmers to work together to develop a new generation of farms based on a diversity of species linked together in highly synergetic production systems and that provide many conservation benefits.

10:00 a.m. – 4:30 p.m.

**Trade Show Open**

10:15 a.m. – 10:45 a.m.

**Refreshment Break in the Trade Show Area**

10:45 a.m. – 11:30 a.m.

**Panel Discussion: Development Pressures Affecting Conservation**

Across Minnesota, more and more cities and towns are seeing increased pressure to develop. How does this affect our efforts to put conservation on the land and how should we adjust our planning and implementation strategies to accommodate for these changes?

Panelists: Sheryl Corrigan, Commissioner, Minnesota Pollution Control Agency  
Steve Taff, Professor of Applied Economics, University of Minnesota  
John Linc Stine, Asst. Director, Trails & Waterways, Department of Natural Resources

11:45 a.m. – 1:45 p.m.

**Awards Luncheon**

- Minnesota DNR Division of Waters Appreciation Award
- MASWCD/DNR Outstanding Forest Steward Award
- MASWCD/MPCA Outstanding Community Conservationist Award
- Outstanding District Employee Award, sponsored by the Board of Water & Soil Resources
- MASWCD Media, Environmental Education, & Outstanding Supervisor Awards

**MONDAY, DECEMBER 6, 2004 (continued)**

2:00 p.m. – 3:00 p.m.

**CONCURRENT-SESSIONS**

***OPENING DOORS, OPENING MINDS: STRATEGIES FOR DEALING WITH ELECTED OFFICIALS AND THE MEDIA***

Have your SWCD supervisors and staff ever wondered how to build a good relationship with your State Representative? Or how to write a news release that will grab the attention of your intended audience? This session will focus on building bridges with other elected officials and members of the media. Topics covered will include tips for citizen lobbyists, effective strategies for representing your SWCD to other elected officials, and how to utilize the media to get the word out on your programs and accomplishments.

Presenters: Rosie Loeffler-Kemp, League of Women Voters-Duluth Co-President  
& Clean Water Action Alliance - NE MN Organizer  
Gail Schoenfelder - League of Women Voters-Duluth Co-President

Moderator: Debra Taylor, South St. Louis Soil and Water Conservation District

***LAKE SUPERIOR – THEN, NOW AND INTO THE FUTURE***

Attend this session to learn about the history of Lake Superior and an overview of its current use. Participants will also hear about how current activities are impacting the lake and shoreline and what can be done to improve the lake's chances for a healthy future.

Presenters: staff with the Great Lakes Aquarium & Minnesota Sea Grant

Moderator: Herman Jackson, Kanabec Soil and Water Conservation District

***FORESTRY - NACD'S PRIORITY***

The National Association of Conservation Districts (NACD) has focused more attention on forestry to better serve its member districts. That includes taking the leadership in federal forestry policy and securing Forest Service, Bureau of Land Management (BLM) and other resources for conservation districts to assist them in carrying out their forestry objectives. This session will explore those policies and program initiatives and demonstrate how NACD's actions impact district activities.

Presenter: Bill Horvath, NACD Forestry Specialist

Moderator: Ted Lovdahl, Itasca Soil and Water Conservation District

3:00 p.m. – 3:30 p.m.

**Refreshment Break in the Trade Show Area**

3:30 p.m. – 4:30 p.m.

**CONCURRENT-SESSIONS**

***WETLANDS - LANDOWNER RIGHTS & RESPONSIBILITIES***

Do you have a landowner in your SWCD who is thinking about constructing a road across wetlands to access timber for harvest? How about cleaning out an abandoned ditch, or riding an ATV across wetlands? This session explores landowner rights and responsibilities regarding the 1991 Wetland Conservation Act and DNR regulations.

Presenters: Keith Grow, Board of Water & Soil Resources  
Dale Krystosek, Board of Water & Soil Resources  
Todd Manley, Department of Natural Resources

Moderator: Bill Saumer, Pine Soil and Water Conservation District

***HELPING YOUR SWCD SUPERVISORS & STAFF FACE THE CHALLENGES OF CHANGING TIMES***

This session will provide practical methods for helping yourself and others cope during times of unpredictability and change in life, in your organization, in our country and in the world. This upbeat, lively presentation explaining the Employee Assistance Program is full of practical wisdom and covers the stress of change from a body, mind and spirit perspective. Reminding participants of ways to better care for themselves and advise others during the most challenging times of their lives.

Presenter: Gretchen M. Stein, Ph.D., CEAP, Sand Creek Group, Ltd.

Moderator: Roland Cleveland, Chisago Soil and Water Conservation District

***HOW'D THEY DO THAT?***

Have you thought about what your supervisors and staff can do to make your SWCD not only a healthy organization, but a thriving one? Representatives from past **SWCDs of the Year will share success stories** relating to their board-staff relationships, funding for their districts, and program achievements above the norm. Learn tips on how you can make your district's board and staff operations more efficient, more effective and more successful!

Presenters: Dennis Fuchs, Stearns Soil and Water Conservation District  
2002 SWCD Employee of the Year, 2003 SWCD of the Year  
Tom Schulz, Wadena Soil and Water Conservation District  
2001 SWCD Supervisor of the Year, 2002 SWCD of the Year

Moderator: Don Sivertson, Cook Soil and Water Conservation District

## MONDAY, DECEMBER 6, 2004 (continued)

7:30 p.m.



Bob Janzen

### Readings, Recognition of Essay Contest Winners & Auction for Conservation Education

- Readings & Recognition of MASWCD Essay Contest winners
- Hosted by the MASWCD Auxiliary
- Funds raised by the auction support youth education activities, including the Minnesota State Envirothon.
- Auctioneer – Bob Janzen, Janzen Auctioneers, Inc. Member of the Minnesota Auctioneers Association and the National Auctioneers Association. Auctions have been the Janzen's family business since 1936.

## TUESDAY, DECEMBER 7, 2004

6:30 a.m. – 8:15 a.m.

**Hospitality Rooms Open at Radisson & Holiday Inn** - Open to all convention attendees

7:30 a.m.

**Registration Opens at the DECC**

8:00 – 11:30 a.m.

**Trade Show Open**

8:30 a.m. – 11:45 a.m.

### Business Meeting

- Presiding: Scott Hoese, MASWCD President
- Approval of Standing Rules
- Action on 2005 Budget
- Action on Proposed Resolutions
- Election of MASWCD President & Vice President
- New Business

8:30 a.m. – 11:45 a.m.

**Photos of Outstanding Conservationists**

8:30 a.m. – 10:00 a.m.

### EMPLOYEE SESSIONS

#### **THE CUTTING EDGE OF HUMAN RESOURCES**

This session will provide an introduction to legal issues and areas affecting human resources administration. The session is designed for SWCD personnel dealing with human resources. Topics planned for discussion include: do's and don'ts of interviewing, management of I-9 forms, the Minnesota New Hire law, mandated postings, Family Medical Leave Act (FMLA) and other leaves, documentation and dealing with discipline and the conflict resolution and employment ending checklist.

Presenter: Louise Koglin Fideldy, Itasca County

Moderator: Kathleen Loucks, Itasca Soil and Water Conservation District

#### **THE GOOD, BAD & UGLY OF PLANT SELECTION**

SWCDs have a leadership role in designing conservation practices that will function far into the future. Plant selection plays a vital role in successful practices. Native and invasive species impact design success. The plants we sell and work with become part of our ecological community. Come away from this session with the tools to make site specific plant species choices.

Presenter: Gregg Thompson, Assoc. of Metropolitan Soil and Water Conservation Districts

Moderator: Susan Twingstrom, Mille Lacs Soil and Water Conservation District

9:00 a.m. – 4:00 p.m.

**Press Room Open** to all convention attendees

10:00 a.m. – 10:30 a.m.

**Refreshment Break in the Trade Show Area**

10:30 a.m. – 11:45 a.m.

### EMPLOYEE SESSIONS

#### **DOES YOUR SWCD HAVE A ROLE IN NPDES?**

Confused about the recent changes in the NPDES program and what your SWCD's role might be? Join this session and hear about Dakota SWCD's experience in partnering with MPCA on implementing the NPDES program, their successes and suggestions for improvement. Also learn from MPCA about the current two-year Construction Stormwater Inspection Partnership Program. You'll learn the details of where the NPDES program is headed and discover how your District could be involved in future years.

Presenters: Jay Riggs, Dakota Soil and Water Conservation District  
Keith Cherryholmes, Minnesota Pollution Control Agency

Moderator: Wayne Seidel, Lake & Cook Soil and Water Conservation Districts

#### **GASB34 FOR DUMMIES – TRANSLATING TECHNICAL JARGON INTO PRACTICAL SOLUTIONS**

Not sure how to implement the new financial reporting standards? Confused by terms like "depreciation of assets" or "GASB34"? Then this is a session you won't want to miss! This presentation will help "translate" those unfamiliar technical terms and guide you step by step through the year end processing changes.

Presenter: Bill Eisele, Board of Water & Soil Resources

Moderator: Pam Tomevi, Koochiching Soil and Water Conservation District

## **TUESDAY, DECEMBER 7, 2004 (continued)**

Noon – 2:00 p.m.



*Mike Max*

### **MASWCD Outstanding Conservationists Luncheon**

(with support from *The Farmer Magazine*)

- Master of Ceremonies – Mike Max, host of WCCO Radio’s “Sports to the Max”
- Slide Show of Minnesota’s Outstanding Conservationists
  - Selected by Local Soil and Water Conservation Districts
- Presentation of the Minnesota Outstanding Conservationist Award
  - Area Finalists and State Winner
- Presentation of Distinguished Service Awards to SWCDs
- Presentation of the SWCD of the Year Award

2:00 p.m. – 2:30 p.m.

### **Refreshment Break in the Trade Show Area**

2:30 p.m. – 3:30 p.m.

### **LEADERSHIP FROM THE INSIDE OUT**



*Marcia Doty*

So many of us are busy coping with the complex, ever changing, and fast-paced journey of work, home and community expectations. Our focus can, and often does, become clouded as commitments pull us in every direction. Our customers expect and deserve our attention, team members look to us for assistance. Family demands draw us in yet another direction – and what about our own well being. Couldn’t we all use a little help along the way?

This enlightening, encouraging and entertaining presentation will allow you to look at the lighter side of work and to explore where to find the energy levels needed to cope more effectively with life’s demands. You’ll be challenged to find ways to keep your perspective, to find balance in your life, and to live a more meaningful life. You’ll learn what it takes on the inside to become a leader on the outside!

Presenter: Marcia Doty, Director, College of St. Scholastica Management Institute

5:00 p.m. – 6:00 p.m.

### **Reception**

6:00 p.m. – 8:15 p.m.

### **Banquet**

- Recognition of Retiring Supervisors
- Time to relax, network and reflect on the last two days of conservation information, education and policy setting.
- Entertainment – comedian *Jeff Gerbino*, “Founding Father” of the Minnesota Comedy Scene



*Jeff Gerbino*

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## **MASWCD AUXILIARY PROGRAM**

### **MONDAY, DECEMBER 6, 2004**

9:00 a.m. – 4:45 p.m.

**Silent Auction\***

7:30 p.m.

**Readings, Recognition of Essay Contest Winners & Auction for Conservation Education\***

### **TUESDAY, DECEMBER 7, 2004**

8:30 – 10:00 a.m.

**Auxiliary Business Meeting**

- Presiding: Yvonne Hoese, MASWCD Auxiliary President

10:00 – 10:30 a.m.

**Refreshment Break in the Trade Show Area**

10:30 – 11:30 a.m.

**Make It & Take It Craft Workshop**

*Advanced registration is required for this workshop – fee is \$10 per person.*

\* Auction proceeds support youth education efforts, including the Minnesota State Envirothon.

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**2004 CONVENTION SPONSORED BY:**

Minnesota Association of Soil and Water Conservation Districts (MASWCD)

**WITH SUPPORT FROM:**

MN Board of Water and Soil Resources  
MN Natural Resource Conservation Service

**FOR CONVENTION INFORMATION CONTACT:**

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**MEETING & ENTERTAINMENT FUNCTIONS:**

Duluth Entertainment Convention Center (DECC)  
350 Harbor Drive  
Duluth, Minnesota 55802  
Phone: (218) 722-5573

**LODGING:**

Radisson Hotel Duluth Harborview  
505 West Superior Street  
Duluth, Minnesota 55802  
Phone: 218-727-8981  
Reservation Code: Minnesota Soil &  
Water group

Holiday Inn Hotel & Suites, Duluth  
Waterfront  
200 West First Street  
Duluth, Minnesota 55802  
Phone: 218-722-1202  
Reservation Code: MAS

Hawthorne Suites at Waterfront Plaza  
325 Lake Avenue South  
Duluth, Minnesota 55802  
Phone: 218-727-4663  
Reservation Code: MN Assn of Soil &  
Water Conservation group

