SWCDs accelerate conservation plans for landowners through Watershed Conservation Planning Planning Initiative

Soil and water conservation districts are playing a key role in a partnership between the Board of Water and Soil Resources (BWSR) and the Natural Resource Conservation Service (NRCS) to improve conservation planning and assist landowners with implementing practices in seven high priority watersheds. The Watershed Conservation Planning Initiative (WCPI) aims to increase the capacity of SWCDs to prepare conservation plans for landowners within the Blue Earth, Cedar, Chippewa, Lower St. Croix, Middle Minnesota, Root and Sauk River watersheds.

Since 2017, the project partners at BWSR and NRCS have worked to establish the framework for this program, hire and train watershed conservation planners, and conduct outreach to prepare landowners to implement conservation practices. The dedicated watershed conservation planners are hosted through participating SWCDs. A major focus of this initiative is providing training and continuing education for SWCD planning staff specific to watershed issues. Read more.

Sneak peek: Convention keynote to feature trust expert

David Horsager is a well-known global expert on the subject of trust – and how it can make or break organizations. As CEO of the Trust Edge Leadership Institute, David has developed industry-leading research and a national bestselling book about the impact of trust in business. He argues that trust, rather than money, is “the currency of business.”

MASWCD is excited to welcome David as the keynote speaker for the 2019 Annual Convention. SWCD employees and board members must develop trusted relationships with many partners – from landowners to state agencies and elected officials. We hope David’s message will empower our members to approach their work from a foundation of trust. For a preview of this inspiring speaker, check out the video below.
Consider an online donation to support conservation leaders

If you are looking to support soil and water conservation as part of your year-end giving, we encourage you to donate to MASWCD’s Leadership Education Fund. This fund supports leadership education and facilitation for the University of Minnesota Extension, MASWCD and our SWCD members, including the MASWCD Leadership Institute.

The MASWCD Leadership Institute is a partnership with the University of Minnesota Extension that provides individuals with skills to excel as leaders in conservation. Since 1996, participants have honed their conservation skills as part of this program. We are proud to offer this educational opportunity for our members. Click here to make an online donation to support the Leadership Education Fund.

Want to boost your impact? November 14 is Give to the Max Day!
You can donate to MASWCD here.

Get to know the MASWCD Board:
Roland Cleveland

Roland Cleveland is a longtime Chisago SWCD supervisor and currently serves as the MASWCD board president.

Learn more about Roland, who spends his free time collecting agates and refereeing volleyball, in this month’s Q&A.

SWCDs in the news

Soil and water conservation districts from around the state are making headlines! Check out these recent stories:

- Cannon River Agricultural Collaborative, an effort for clean water and healthy soils (Rice County SWCD) | KEYC-TV
- In southeast Minnesota, swollen river threatens to reclaim cropland (Wabasha County SWCD) | Star Tribune
- 1W1P’s goal is to protect Pine River Watershed (Cass County and Crow Wing
- **Lynn Goodrich recognized for community service** (Hubbard County SWCD) | Park Rapids Enterprise

- **Benson Farm achieves Water Quality Certification** (Wadena SWCD) | Wadena Pioneer Journal

- **Watershed stakeholders host ‘waterside chats’ on Zumbro River planning** (Rice, Goodhue, Wabasha, Dodge and Olmsted County SWCDs) | Rochester Post Bulletin

*If you know someone who might be interested in receiving our updates, share this sign up link.*