MASWCD OUTSTANDING CONSERVATIONIST OF THE YEAR AWARD

Sponsored by the Minnesota Association of Soil & Water Conservation Districts (MASWCD) and The Farmer Magazine

APPLICATION INFORMATION

PURPOSE:

- The MASWCD along with *The Farmer*, presents the MASWCD Outstanding Conservationist Award to individuals, conservation organizations and others for outstanding accomplishments in implementing conservation practices and improving Minnesota's natural resources.
- This award also seeks to highlight the SWCD's role in working with local residents in those practices.
- **Applications that effectively highlight extensive cooperation between the nominee and the SWCD, and the utilization of SWCD services and programs by the nominee, will be given greater consideration.**

ELIGIBILITY:

- SWCD members of MASWCD are eligible to participate and may submit one nominee.
- **IMPORTANT!!! SWCD SUPERVISORS, EMPLOYEES AND EMPLOYEES OF STATE AND FEDERAL AGENCY PARTNERS ARE NOT ELIGIBLE** for this award and will not be considered nor included in the slide show. MASWCD considers our members to be some of the greatest stewards of our soil and water resources, serving as excellent examples to others in our communities. However, this program is intended to recognize the efforts of SWCD *cooperators* who are not among the ranks of our board members and employees. If you would like to recognize an SWCD employee or supervisor, please consult guidance for the Outstanding District Employee Award and Supervisor of the Year Award.

DEADLINE: All materials need to be emailed to **sheila.vanney@maswcd.org** by the EOD on **FRIDAY, SEPTEMBER 4**

RECOGNITION OPTIONS: Please select **one** of the two options.

Option 1: SLIDE SHOW ONLY	Option 2: SLIDE SHOW + AREA & STATE AWARD NOMINEE
▪ **Option 1:** Nominee is solely recognized in the slide show presentation during the Awards Ceremony Luncheon at the MASWCD Convention, and NOT for consideration as an Area Finalist or state winner. ▪ This option is non-competitive; all entries that meet eligibility requirements and are received by the deadline will be accepted. ▪ Go to the page entitled "OUTSTANDING CONSERVATIONIST DIGITAL PHOTOS & NARRATIVE INFORMATION." Do not complete the rest of the application. ▪ Photo and narrative information for all entries must be sent to **sheila.vanney@maswcd.org** by **September 4**. ▪ Districts are responsible for registering and paying for their Outstanding Conservationists to attend the Awards Ceremony Luncheon at the MASWCD Convention. Reserved seating is required and can be made at the convention registration desk. ▪ District board members and staff are encouraged to attend the convention with their Outstanding Conservationists to guide and sit with them during the Award Ceremony.	▪ **Option 2:** Submit a nominee for inclusion in the slide show presentation (*see information at left*) **AND** in the competition for the **Area Finalist** and **MASWCD Outstanding Conservationist of the Year Award**. ▪ Complete the attached application. Entries must be typed. ▪ All materials for the Area and State Award should be in 8½" x 11" Microsoft Word or pdf format. ▪ Do not include more than two letters of recommendation. ▪ Nomination forms and supporting material must be sent to **sheila.vanney@maswcd.org** by **September 4.** ▪ **Please do not send award nomination forms and supporting information via postal mail.** ▪ Nominations for the Area and State Award will be judged by the MASWCD Awards Committee. ▪ The SWCDs with Area Finalists will be notified via email following the committee meeting. ▪ Area Finalists will be presented at the MASWCD Annual Convention in December. At that time, the MASWCD Outstanding Conservationist of the Year winner will be announced. ▪ Area Finalists and the Outstanding Conservationist of the Year will receive special awards in addition to being highlighted in an issue of ***The Farmer*** magazine.

OUTSTANDING CONSERVATIONIST DIGITAL PHOTOS – NARRATIVE INFORMATION

To submit a nominee for your SWCD's Outstanding Conservationist, please send two different high-resolution photos along with a description/narrative that will be read as the photos are presented on-screen at the Award Ceremony Luncheon.

⇒ **The information outlined below must be received by MASWCD no later than SEPTEMBER 4.**

⇒ **We will send you a confirmation message after we receive your photos and narrative (140-word max).**

- ! If you do not receive a confirmation message within five business days after emailing your photos and narrative, please email **sheila.vanney@maswcd.org**.

1. DIGITAL PHOTOS

Email TWO high-quality photos of your Outstanding Conservationist to **sheila.vanney@maswcd.org**

- **Photo file format**: HIGH-RES jpg or png
- **Photo file name**: Use your district name and photo number: for example, for "Acme SWCD" files should be named ***acme1.jpg*** and ***acme2.jpg***.
- **Photo content tips**:
  - Use one of the photos as a close-up of the nominee, and the other as an example of the conservation practices.
  - Ask the people being photographed not to wear white clothing for the photo and try not to photograph the people in front of a white backdrop.
- **Email message subject line**: [*Acme SWCD*] Outstanding Conservationist photos and narrative
- **Email message text**: In body of e-mail message (**NOT AS ATTACHMENT**) include narrative information requested below (140 word max)

2. NARRATIVE INFORMATION

The following information must be included in your email with the photos:

- **Name of SWCD**
- **Name(s) of Outstanding Conservationist:**
  - a) **Correct** spelling of the name(s)
  - b) **Phonetic** spelling of the name(s) – Spelling it as it sounds
    (This is important for correct pronunciation at the convention)
- **Outstanding Conservationist Address**
- **Narrative – Maximum word count=140 words!**
  - The narrative is what the emcee will read while photos of your Outstanding Conservationist are on the screen during the slide show presentation at the award ceremony luncheon
  - Please use complete sentences, proper grammar and spelling, etc.
  - Make sure the photo descriptions correlate to the correct photo
  - See the sample below for guidance

EXAMPLE NARRATIVE…

Name of District

Photo 1 is a Close-up of the Winners.

City/Town of winner(s)

Type of Operation

Photo 2 Shows Conservation Measures Used

From the Wilkin district, (photo 1) we have Lyle & Lois Picotte (pea-cot) and their son, Lowell, of Wolverton. They operate a grain farm raising wheat, barley, and soybeans and also raise and sell native grass seed. The Picottes have farmed for 42 years, and the farm has been in the family since the 1920s. Over the years, they have planted several windbreaks and buffer strips along Wolverton Creek. (photo 2) The Picottes see first-hand the benefits of conservation on their farm. Native grasses and trees provide valuable habitat for pheasants and whitetail deer. The Picottes are good stewards of the land and believe if you don't take care of your land it won't serve you properly.

Name of Winner(s)

Phonetic Spelling (spelled like it sounds)

Description of Conservation Measures Used (Shown in Photo 2)

OUTSTANDING CONSERVATIONIST
AREA AND STATE AWARD NOMINATION FORM

Sponsored by the Minnesota Association of Soil & Water Conservation Districts (MASWCD) and The Farmer

DEADLINE: SEPTEMBER 4

The SWCD wishes to nominate the following individual(s):

Nominee Information:

Name	
Address	
Telephone	
Directions for finding location of household (*township or other significant identification*)	

Nominated by:

SWCD	**MASWCD Area**

SWCD: ON THE FOLLOWING PAGES, PLEASE TYPE-IN DETAILED INFORMATION ABOUT YOUR NOMINEE.

If selected as a finalist, is the nominee willing to be featured in an article in *The Farmer* magazine, on The Farmer website and highlighted in social media?
NO disqualifies them from consideration.
(*place a check* (✓) *next to the appropriate response*)

Yes		No	

Is the nominee willing to have aerial drone footage taken by MASWCD or the SWCD of their conservation practices should the opportunity arise?
(*place a check* (✓) *next to the appropriate response*)

Yes		No	

MASWCD
Minnesota Association of Soil and Water Conservation Districts

The Farmer

Applications that effectively highlight extensive cooperation between the nominee and the SWCD, and the utilization of SWCD services and programs by the nominee, will be given greater consideration.

I. Participation in the Soil and Water Conservation District's Programs

Cooperation with the SWCD through the efforts outlined in the table below. Please enter a check (✓) next to each category that applies and include a detailed explanation of the nominee's activities.

✓	
	A. Forestry Improvement and Establishment (*tree and hedge planting and other activities*)
	B. Wind Erosion Practices
	C. Pasture Improvement and Management (*rotational grazing, forage management, variety selection, grazing strategies, other*)
	D. Cropland Management (*tillage, soil test, soil types, and other applicable crop strategy*)
	E. Integrated Pest Management (*scouting, insect-resistant varieties, rotations used, other*)
	F. Livestock and Manure Management Practices (*briefly describe number of livestock, type of livestock, type of enterprise, etc.*)
	G. Buffer Practices (*riparian areas, filter strips, other*)
	H. Shoreline stabilization
	I. Wetland Restoration/Management
	J. Wildlife Practices
	K. Other Soil, Water and Forest Conservation Practices

II. Leadership in the community

A. Please explain the nominee's leadership and activities in the community, agencies and organizations (agricultural, environmental, civic, school, etc.).

B. Please explain the nominee's farmer, sportsman and conservation relationships and activities (sportsman or conservation organizations, committees, etc.)

III. Special beautification, recreation, conservation and/or education activities not included in previous points

IV. Summary of your reasons for nominating this person for the award

You may attach supporting information, including two letters of recommendation. All documents need to be 8 ½ by 11.

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