

› **Thank you for having me!**





Healthy Land
Clean Water
For Life

Professionals and Partnerships for Progress

Clare Lindahl, CEO

Soil and Water Conservation Society



› Who is SWCS?

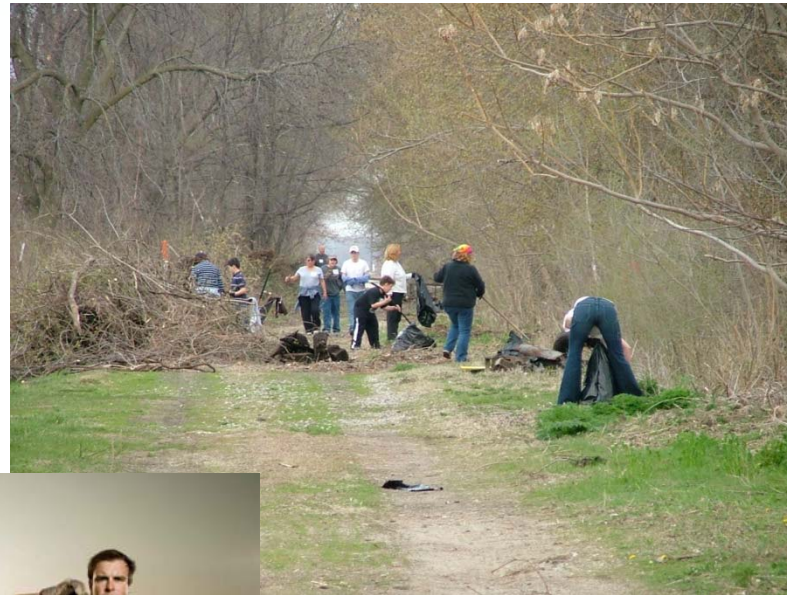
- The Soil and Water Conservation Society (SWCS) is the premier international organization for **professionals** who practice and advance the science and art of natural resource conservation...**ALL OF YOU!**

› Our Professionals

- Eight full time staff in Ankeny, Iowa serving our membership
- Dynamic board of five regional directors and three at large directors
- 7 committees of board, staff and members that guide work
- 2700 members
- 58 local chapters
- 12 student chapters
- 11 corporate members
- Many partners in public and private sector



› My Professional Journey



› Education

- Bachelor's Degree,
Landscape
Architecture, Iowa
State University, 2007
- Post Baccalaureate
Certificate,
Environmental
Geographic Systems,
Western Illinois
University, 2009
- Internships



› Experience

- River Action Inc.,
December 2007 –
November 2009
- Natural Resources
Program Manager, Not-for-
Profit Organization
- Watershed planning
- Fundraising and grant
writing (\$308,975)
- Event organizing
- Working with communities
to implement conservation
practices



Fostering the environmental, economic
and cultural vitality of the Mississippi
River and its waterfront in the Quad
Cities region.

› Experience

- Scott County SWCD & Partners of Scott County Watersheds, November 2009 – September 2012
- Coordinator, Soil & Water Conservation District (SWCD) & Not-for-Profit Organization
- Watershed planning
- Conservation practices and management activities (over 100)
- Fundraising and grant writing (\$206,540)
- Conservation education
- Event organizing
- Communications



› Experience

- Conservation Districts of Iowa, September 2012 – September 2017
- Executive Director, Not-for-Profit Organization
- Grown budget by 51%
- Brought in a surplus of over \$100,000
- Engaged in over \$2 million dollars in new endeavors
- Grew staff from 1 to 13
- Held the first national event



Conservation Districts of Iowa informs, educates and leads Iowans through our local soil and water conservation districts to promote conservation of natural resources.

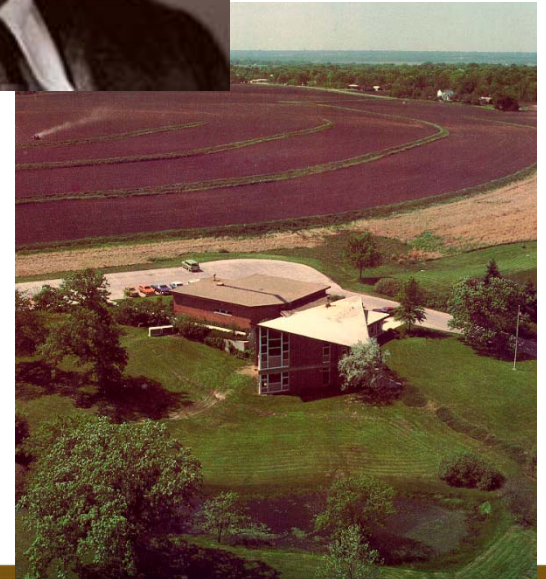
› Of professional interest

- Iowa Chapter, Soil and Water Conservation Society, President, October 2016 – October 2017, current board member and membership chair
- Hugh Hammond Bennett Enthusiast!



› SWCS History

- Organized in 1943
- Founded by Hugh Hammond Bennett, the father of soil conservation
- Headquarters located in Ankeny, Iowa, was built in 1961 and dedicated to Bennett the following year



Our Work: Publications and Communications

- Journal of Soil and Water Conservation
- Published in 1946
- Multidisciplinary journal of natural resource conservation research, practice, policy, and perspectives
- Two sections designed to engage a diverse readership – peer reviewed applied research section & section containing features, perspectives, and articles on practice
- Books and special publications available for purchase online
- Online monthly newsletter Conservogram and weekly News Briefs



> Our Work: Professional Development



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73RD SWCS INTERNATIONAL ANNUAL CONFERENCE

CULTURE, CLIMATE, AND CONSERVATION

ALBUQUERQUE, NEW MEXICO
JULY 29 – AUGUST 1, 2018



NATIONAL CONFERENCE ON
COVER CROPS
& SOIL HEALTH
HARVESTING
THE POTENTIAL

DECEMBER 7–8, 2017 • INDIANAPOLIS, INDIANA

› Our Work: Advocacy

- One voice for our membership to leaders
- Signing on to policy and funding documents that call for increases in support for conservation programing, research and technical assistance
- Developed infographic on president's budget proposal
- Developing conservation principals
- Staff, board, and members advocate in Washington D.C.



› Our Work: Special Projects

- Currently working on grants that seek to expand water quality practices



Photos by Lynn Betts, provided by Iowa NRCS and SWCS

› Our Future

- New CEO, Clare Lindahl, started in September, 2017
 - Modernize, new website unveiled this year
 - Make SWCS a solid organization through internal enhancements
 - Provide more tools, resources and support to our members and chapters
 - Grow our membership
 - Elevate our voice with leadership through our advocacy work
 - Engage new audiences, next generation
 - Expand our reach throughout the nation and internationally
 - Effectively share conservation information through communications and events
 - Making a productive contribution to the cause through specials projects
 - Ensure we are engaged in productive partnerships



› Emphasis on Partnerships

At SWCS

- Engage new audiences
- Fund our work
- Advance policy



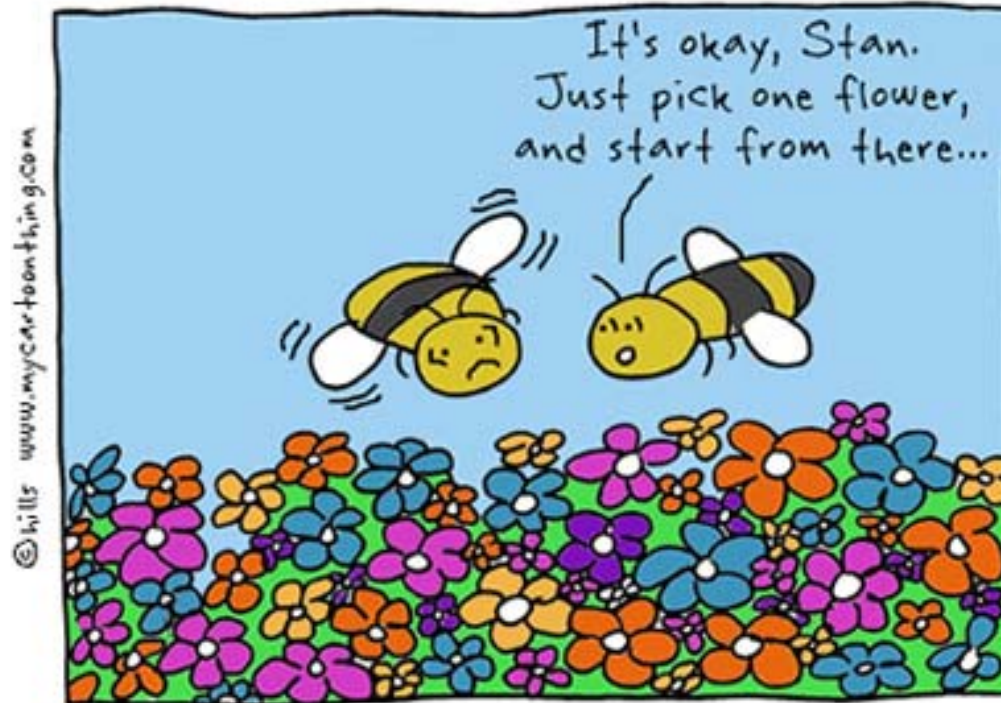
In past professional experience

- Leverage dollars and expertise
- Watershed planning
- Advancing initiatives and ideas

Partners, Partners and MORE Meetings, I mean Partners!



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› **Productive Partnerships**

- Manage expectations, recognize what I can and can't accomplish, recognize what the group can and can't accomplish
- Respect others time and opinions
- Start with the end goal in mind
- Be positive
- Bring in an outside facilitator
- Put in the time
- Evaluate

> A Productive Partnership in Action

- Watershed Planning Advisory Council
 - Diverse group, urban and rural
 - Charged with creating recommendations to Iowa legislature in seven areas
 - In the midst of the Des Moines Water Works Lawsuit
 - My phone rings, twice



Scream

> A Productive Partnership in Action

- Watershed Planning Advisory Council, 2016
 - Surveyed group to understand individual expectations and availability for meeting (**Respect for others time and opinions**)
 - Reduced meetings from two hours every other month with working group sessions in between to a one half day session a year (**Respect for time**)



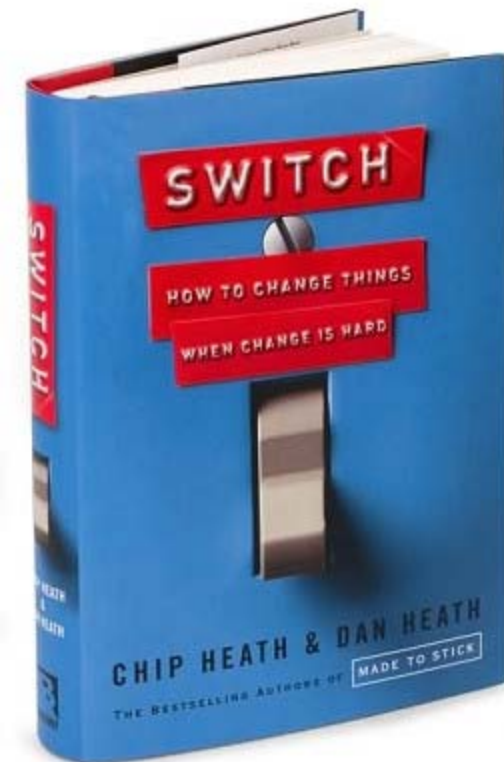
> A Productive Partnership in Action

- Watershed Planning Advisory Council, 2016
 - Brought on our Iowa Water Center to facilitate pro bono (**Bring in an outside facilitator**)
 - Spent time preparing for meeting (**Put in the time, start with the end goal in mind**)
 - Reduced seven topic areas down to three (**manage expectations**)



› A Productive Partnership in Action

- Watershed Planning Advisory Council, 2016
 - Bright spots (**Positive**)
 - Individual, small group and then large group work based on interests indicated in pre event surveys (**Respect others opinions**)



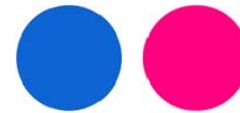
> A Productive Partnership in Action

- Watershed Planning Advisory Council, 2016
 - 2017 Areas of Agreement document and presentation to legislators
 - Post survey
 - Asked to chair again

89% “agreed” or “strongly agreed” that the meeting allowed them to better understand others’ perspectives on the addressed topics.

78% felt that progress was made in achieving the meeting’s goals.

> Connect with us

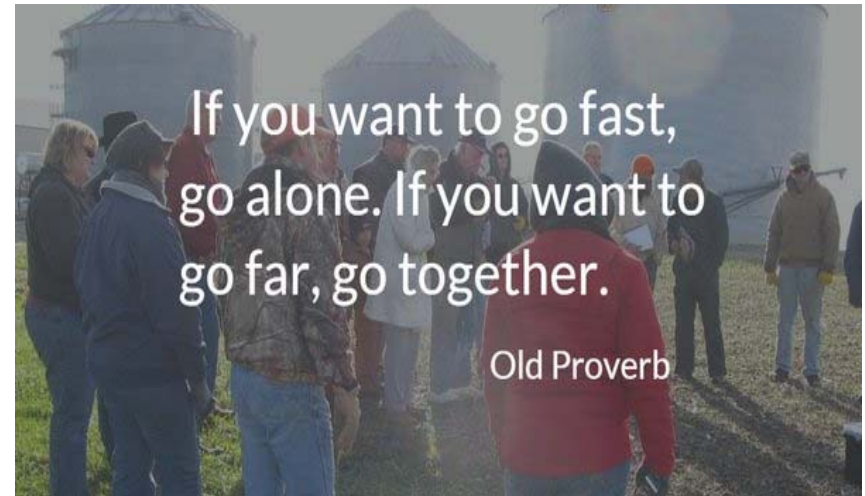


www.swcs.org
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› Join us



- **\$115** a year
- Less than **\$10** a month
- **\$2.21** a week
- **\$0.31** a day
- **\$58** for a gift membership
- **\$140** for Soil and Water Conservation Districts



› How to Join

- By mail
- Call 1-800-THE-SOIL
- Email us at memberservices@swcs.org
- Visit www.swcs.org
- Just let me know!



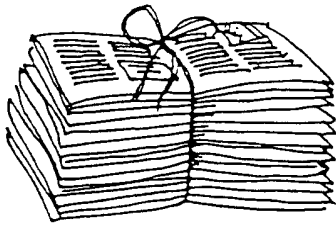
Why Join?



*Have a voice for
conservation
with leaders*



*Discounts
on books
and merch*



*Receive 6 issues of the
Journal of Soil and
water Conservation
and other online
publications*



*Discounts to Soil
and Water
Conservation
Society Annual
Conference*



*Connection
to your local
chapter*



*Support a cause
you care about*



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› **Thank you for all you do!**



USDA NRCS

- “Many farmers - most farmers, and that means millions - need some technical help in making the change to this more efficient, easier, and more productive type of farming, and they need also moral support and encouragement.”

-Hugh Hammond Bennett

› Leading

- Leaders are often considered “outcasts”
- Hugh Hammond Bennett
- Artists and authors recognized posthumously
- Often hear farmers using conservation practices say their neighbors think they are crazy!
- The most impactful leadership development comes when you are able to build the emotional stamina to withstand people telling you that your new idea is naïve or reckless or just plain stupid. (Ted Talks)



USDA NRCS



poetryfoundation.org

