

2018

Syracuse
New York

NASCA Annual Meeting



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Welcome to the 2018 NASCA Annual Meeting

Welcome to Syracuse! This is a beautiful time to be in New York's finger lake region! This is also an important time for NASCA members to come together to discuss the myriad of changes that are taking place in the conservation delivery world. Over the next few days we will discuss these changes, we will hear from our members and partners, and we will meet some potentially new partners. This promises to be a very informative week!

While we look forward to seeing old friends at NASCA meetings, we also get the opportunity to meet some of our new peers as they attend their first NASCA annual meeting. You may have had the chance to meet Paulette Akers from Kentucky at the 2018 NACD annual meeting, but she will join us in Syracuse this year for her first trip to a NASCA annual meeting. Also joining us for the first time is Bettina Scherer from Nevada. Please introduce yourself to both of these NASCA members.

Ray Ledgerwood will again host the 2018 field staff sharing session, featuring speakers from 11 states discussing successes and innovations employed in their home states. This is always a highlight of our annual meeting, as it provides an opportunity for field staff personnel to connect with their peers from other states.

We are especially excited about Wednesday's general session, which will open by examining a life of conservation delivery spanning 50+ years as told by one of our most popular members. We will then hear from our partners, who will discuss many of the changes we will cover during our business meeting from a slightly different perspective. After lunch, we'll welcome some new faces to our meeting, as we learn more about the role of NGOs in conservation delivery and policy determination. We'll hear from representatives from The Nature Conservancy, the National Wild Turkey Federation, the Natural Resources Defense Council, the Sand County Foundation, and Field to Market. We'll finish the day with our dear friend Jimmy Bramblett, who will discuss measures NRCS is taking to improve program delivery and enhance customer experience. It promises to be a great meeting!

Thanks go out to our hosts from the New York Department of Agriculture and Markets. Special thanks go out to members Mike Latham and Brian Steinmuller, who worked with their staff and partners to make this meeting a memorable event.

"Conservation is a cause
that has no end. There is no
point at which we will say
our work is finished."

- Rachel Carson -



welcome to New York



NASCA Annual Meeting

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General Sessions

Monday 8:00 - 8:15	Welcome to New York
Wednesday 8:00 - 8:15 8:15 - 9:00	Welcome Fifty Years of Conservation The Brad Spicer Story
9:00 - 9:45 9:45 - 10:15 10:45 - 11:05 11:05 - 11:20 11:20 - 11:50 1:15 - 2:15	USDA/NRCS Update NACD Update NCDEA Update NARC&DC Update NWC Update The NGO's Role in Conservation Delivery
2:15 - 2:45 3:15 - 3:45 3:45 - 4:30	Leopold Conservation Award Field to Market Building Better Customer Experience into NRCS Programs
4:30 - 5:00 6:00 - 9:00	President's Wrap-Up President's Reception

Business Meetings

Monday 8:00 - 12:00	NASCA Business Meeting
Tuesday 8:00 - 5:00	NASCA Business Meeting

State Staff

Monday 8:45 - 12:00	State Staff Sharing Session
Tuesday 8:00 - 5:00	State Staff Sharing Session

Dining & Entertainment

Monday - Wednesday 7:00 - 8:00	Breakfast
Monday 9:45 - 10:15 12:00 - 1:00	Break Lunch
Tuesday 9:45 - 10:15 12:00 - 1:15 2:45 - 3:15	Break Lunch Break
Wednesday 10:15 - 10:45 11:50 - 1:15 2:45 - 3:15 6:00 - 9:00	Break Lunch Break President's Dinner Reception

Field Tour

Monday 1:00 - 5:00	Conservation in the Finger Lakes
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Cindy Lair
NASCA President



Cindy Lair manages the Colorado State Conservation Board (CSCB) and other conservation programs for the Colorado Department of Agriculture. The CSCB provides financial support and statutory oversight to the 76 Conservation Districts within Colorado. Cindy coordinates Colorado's implementation of the Colorado River Salinity Control program. She served on the USDA Sustainable Agriculture Research and Education (SARE) Western Region Administrative Council for 10 years and served as president in 2012-13. She represents the Department of Agriculture on critical natural resource/agricultural issues, such as: promoting soil health practices, supporting alternatives to permanent agricultural water transfers to municipal and industrial uses, coordinating voluntary incentive-based reduction of non-point source nutrient water pollution, and Conservation Easement oversight. Cindy became an alumna of the Colorado Agricultural Leadership Class in 2014.

Leonard Jordan

Acting Chief - Natural Resource Conservation Service



Leonard Jordan is the Acting Chief for Conservation and is responsible for the delivery of conservation programs and initiatives throughout the agency. He previously served as the Regional Conservationist for the Southeast, serving in that position from January 2009 to May 2013. During his distinguished 38-year career with NRCS, Mr. Jordan has worked in a variety of positions across the agency's disciplines. Rapidly progressing up through the ranks, he joined the National Headquarters leadership team in January 2005.

Mr. Jordan was Deputy Chief for Strategic Planning and Accountability (SPA). Prior to leading SPA, he was Division Director of Conservation Planning and Technical Assistance and Director of the Conservation Easement Programs Division. He has served as State Conservationist for both Georgia and Washington and worked in five States serving as Assistant State Conservationist, Area Conservationist, Area Resource Conservationist, Area Agronomist, District Conservationist, Soil Conservationist, and Conservation Technician.



General Session

Wednesday

Conservation delivery has never been a simple matter, but these days it is evolving at an unprecedented rate. While the core conservation partnership remains actively focused on locally-led conservation delivery, many other entities have joined the effort. This year's general session will examine the evolution of our business, and will include input from several organizations with organizational investment in conservation. This should provide the opportunity to learn more about their perspectives and how we might expand existing partnerships and create new ones, all while continuing to promote voluntary, locally-led conservation delivery.

8:00 - 8:15	Welcome and Introductions <i>NASCA President Cindy Lair</i>
8:15 - 9:00	Fifty Years of Conservation... The Brad Spicer Story <i>Brad Spicer</i>
9:00 - 9:45	USDA / NRCS Update <i>Acting Chief - Leonard Jordan</i>
9:45 - 10:15	NACD Update <i>President - Brent Van Dyke & CEO - Jeremy Peters</i>
10:15 - 10:45	Break
10:45 - 11:05	NCDEA Update <i>President - Tim Riley Rich Duesterhaus</i>
11:05 - 11:20	NARC&DC Update <i>President - William Hodge</i>
11:20 - 11:50	NWC Update <i>Executive Director - Dan Sebert</i>
11:50 - 1:15	Lunch



1:15 - 2:15	The NGO's Role in Conservation Delivery <i>Kris Johnson - The Nature Conservancy</i> <i>Ross Melinchuk - National Wild Turkey Federation</i> <i>Lara Bryant - Natural Resources Defense Council</i> <i>Mike Brown - NASCA</i>
2:15 - 2:45	Leopold Conservation Award <i>Lance Irving</i>
2:45 - 3:15	Break
3:15 - 3:45	Field to Market <i>Rod Snyder</i>
3:45 - 4:30	Building Better Customer Experience into NRCS Programs <i>Jimmy Bramblett</i>
4:30 - 5:00	President's Wrap-Up <i>Cindy Lair</i>
6:00 - 9:00	President's Dinner Reception

Brent Van Dyke

President - National Association of Conservation Districts



President Brent Van Dyke is a retired teacher and FFA advisor from Hobbs, New Mexico. He has worked for the State Department, specifically U.S.A.I.D., for more than 15 years as a contract advisor for agricultural projects in Eastern Europe and Eurasia.

Van Dyke served as vice president of New Mexico Association of Soil and Water Conservation Districts from 2006 to 2009. Prior to that, he served as the board of supervisors chair for Lea County Soil and Water Conservation District. He was elected to represent NACD's Southwest Region on the executive board in 2011.

A life-long resident of New Mexico, Van Dyke and his wife Kim farm irrigated alfalfa and coastal Bermuda hay in Lea County, New Mexico, and cotton in Plains, Texas. They also run a commercial and registered cattle operation in Southeastern New Mexico.



Tim Riley

President - NCDEA

Tim Riley began serving as NCDEA President in February of 2015. He has held leadership positions in the Association over the last 27 years including serving as Treasurer, Vice President, and national board member. He is the District Coordinator for the Kent Conservation District in Delaware. He has worked with the National Conservation Partnership on a number of projects and activities including serving as the partnership representative to the NRCS National Employee Development Board and on the Strengthening the State Conservation Partnerships Initiative.



Richard Ball

Commissioner - New York State Department of Agriculture and Markets

A native New Yorker, Mr. Ball has made a living in agriculture his entire life. His inspiration to become a farmer came from his grandparents, who were lifelong dairy farmers. At 18 years old, Mr. Ball began his career in agriculture as a farm worker at a vegetable farm in Rhode Island. He later became operations manager of that same farm. After 20 years in Rhode Island, Mr. Ball moved back to the Empire State with an opportunity to become a farm owner. For the past 24 years, he has been the owner and operator of Schoharie Valley Farms in Schoharie, NY, which consists of 200 acres and produces a wide range of vegetable crops, small fruits and greenhouse crops. The farm serves both retail and wholesale consumers through an onsite farm market known as "The Carrot Barn" and ships to brokers and restaurants in the local area as well as New York City.

Rod Snyder
President - Field to Market



Rod Snyder has served as President of Field to Market: The Alliance for Sustainable Agriculture since March 2014. Field to Market is a diverse multi-stakeholder alliance working together to define, measure and advance the sustainability of commodity crop production in the United States. Prior to this role, Snyder held positions as Public Policy Director for the National Corn Growers Association and Government Affairs Leader for CropLife America.

He is particularly recognized for his work at the intersection of agricultural and environmental issues. He has previously served on the board of directors of the Conservation Technology Information Center, on the steering committee of the Agricultural Nutrient Policy Council, on the executive committee of Field to Market, and as chair of the Pesticide Policy Coalition.

Rod is a graduate of Eastern University in St. Davids, Pennsylvania where he earned his B.A. in Political Science. He resides on his family's farm in Shenandoah Junction, West Virginia.



State Sharing Session

Monday

Objective:

To share successful ideas, techniques, and strategies for support programs, training, planning, funding, accounting, program implementation and services for conservation districts.

Presentation Format:

10 minute presentations with follow-up discussions on the topic area, informal round table discussions.

8:00 - 8:45 Opening & Introductions
• General Session & Welcome to Conservation in New York

8:45 - 9:30 Opening & Introductions
• Opening comments by Ray Ledgerwood
• Self Introduction including a brief background
• Review of workshop objective and agenda

9:30 - 10:00 Informal Roundtable Discussion
• Individuals identify a topic to discuss

10:00 - 10:15 Break

10:15 - 11:00 Public Outreach, Marketing & Education

• Arkansas' CD Signage – *Bob Fowler*
• Mississippi's Soil and Water Conservation Youth Camp – *Robin Tisdale*
• Washington's Marketing Success – *Laura Johnson*

11:00 - 11:30 Informal Roundtable Discussion

11:30 - 11:55 Program Delivery
• Colorado's A Call to Action – *Rachel Theler*
• Washington's RCPP Lessons Learned – *Shana Joy*

12:00 - 5:30 Lunch / Field Tour



Tuesday

8:00 - 8:10 State Staff Agenda Review

8:10 - 9:10 Program Delivery & Partnering
• Arkansas Water Conservation Through Irrigation Water Management – *Brooks Davis*
• Kansas' Adapting Conservation Programs in a Changing Landscape – *Cindy Pulse*
• North Carolina's Food Safety Modernization Act Implementation – *Kelly Hedgepeth*
• Oklahoma Conservation District Feral Hog eradication efforts – *Lisa Knauf-Owen*
• Arkansas District SilvoPasture Program – *Bob Fowler*

9:10 - 10:00 Informal Roundtable Discussion

10:00 - 10:15 Break

10:15 - 11:30 District Operations & Funding

• Alabama Converts QuickBooks Desktop to Online – And We Survived – *April Griffin*
• Colorado's Open Records Requests & Protecting Landowner Information – *Alyssa Clarida*
• Iowa's Human Resource Services for SWCDs – *Vince Sitzmann*
• Missouri's New Retirement System for SWCD employees – *Jim Boschert*
• Ohio Reporting and measuring Progress with Beehive – *Robert Hamilton*

11:30 - 12:00 Informal Roundtable Discussion

12:00 - 1:15 Lunch

1:15 - 2:15 Building District Capacity & Training

• Washington's SCC Role in Local/Regional Partnership Building – *Mike Baden*
• Best Practices for Local Working Groups – *David Williams*
• Washington's Chehalis River Basin Partnership – *Stu Trefry*
• NCPP Perspective from the Field Staff – *Rick McSwain*
• Missouri's Grazing School Partnership and Grazing Systems – *Jim Plassmeyer*
• Oklahoma Erin's Questions as a New State Staff Person – *Erin Vandever*
• General discussion of Building District Capacity

3:00 - 3:15 Break

3:15 - 4:45 Informal Roundtable Discussion

4:45 - 5:00 Evaluation & Closing Comments

Lance Irving
National Program Director - Leopold Conservation Award



Lance took the helm of Sand County Foundation's Leopold Conservation Award Program in 2016 after more than 15 years of experience in the outdoor sporting goods industry, and prior to that as a professional wilderness hunting and fishing guide. As chief sales and marketing officer at two outdoor manufacturing companies, most recently Martin Archery, Lance became a recognized leader in the industry for successfully identifying market needs and expanding the customer base by focusing on clearly defining a brand message and forming strategic partnerships. His work has been profiled in trade publications and television programs, and he has been honored with several high profile sales and marketing awards.



Ross Melinchuk

Vice President of Conservation - National Wild Turkey Federation

Ross Melinchuk is the vice president of conservation for the National Wild Turkey Federation (NWTf). Melinchuk has more than four decades of experience in the natural resources field and previously served as director of conservation programs and partnerships for the Texas Parks and Wildlife Department. Prior to that position, he served as deputy executive director for natural resources for Texas Parks and Wildlife and as director of public policy for Ducks Unlimited



Kris Johnson

Associate Director for Science & Planning for the North America Agriculture Program - The Nature Conservancy

Kris Johnson is the Associate Director for Science & Planning for the North America Agriculture Program of The Nature Conservancy. In this role he leads efforts to integrate science into collaborations with public and private partners to inform and catalyze conservation and improved agricultural management across North America. Prior to joining The Nature Conservancy, Kris was the Sustainability Scientist at the University of Minnesota's Institute on the Environment. He received a bachelor's degree from Bowdoin College and an MS and PhD in Conservation Biology from the University of Minnesota. Kris was a Fulbright Scholar, a MacArthur Scholar, and remains a Senior Fellow in Sustainable Agricultural Systems at the University of Minnesota.



NASCA Business Meeting

Monday

Each year at the NASCA Business Meeting we address a number of tasks required to manage our operations: budgets, annual plans, election of officers, financial reports, etc. This year, we will discuss a new strategic plan drafted by our Board of Directors, which promises to result in even greater value associated with NASCA membership. As always, the greatest value of our meetings is the sharing of information between members. We will discuss current issues, innovations, barriers, and strategies related to effective soil and water conservation delivery.

- 8:00 - 8:15 Welcome
NASCA President Cindy Lair
- 8:15 - 8:45 Conservation in New York
Commissioner Richard Ball
- 8:45 - 9:45 NACD Committee and RPG Reports
- Urban & Community Resource Policy Group
Stu Trefry
- Stewardship and Education Committee
Lisa Knauf-Owen
- District Operations Committee
Bill Wilson
- Natural Resources Policy
Shana Joy
- Legislative Committee
Jordan Seger
- Forestry Resource Policy Group
Rachel Theler
- National Conservation Foundation Board Report
Mike Brown
- 9:45 - 10:15 Break
- 10:15 - 10:35 Policy Committee Report
Marc Cribb
- 10:35 - 11:00 Financial Report
Brian Farkas, Aaron Andrews
- 11:00 - 12:00 Roundtable Discussion
USDA Mission Support
- 12:00 - 5:00 Lunch / Field Tour / Dinner



Tuesday

- 8:00 - 8:05 Welcome
Cindy Lair
- 8:05 - 8:15 Nominating Committee Report
Mark Clark
- 8:15 - 8:30 Election of 2019 Officers and Swearing-In Ceremony
Mark Clark
- 8:30 - 8:40 Field to Market
Doug Thomas
- 8:40 - 9:00 Farm Bill Committee Report
Shana Joy
- 9:00 - 9:45 Roundtable Discussion
Dialog with Partners & NGOs
- 9:45 - 10:15 Break
- 10:15 - 10:35 NASCA Strategic Plan
Mike Brown
- 10:35 - 10:55 2019 NASCA Annual Plan
Mike Brown
- 10:55 - 11:15 2019 NASCA Budget
Mike Brown
- 11:15 - 12:00 Roundtable Discussion
Enhancing Conservation District Capacity
- 12:00 - 1:15 Lunch
- 1:15 - 1:25 Outstanding State Conservationist Award
Mike Brown
- 1:25 - 1:45 Communications Committee Report
- 1:45 - 2:00 National Conservation Planning Partnership
Mike Brown
- 2:00 - 2:45 Engineering Job Approval Authority for Agricultural Best Management Practices in Virginia
Clyde Cristman
- 2:45 - 3:15 Break & Regional Caucuses
- 3:15 - 3:30 Regional Caucus Results
- 3:30 - 3:45 NASCA Member Survey Update
Mike Brown
- 3:45 - 5:00 Roundtable Discussion
Open Mic

There are two spiritual dangers in not owning a farm. One is the danger of supposing that breakfast comes from the grocery, and the other that heat comes from the furnace.

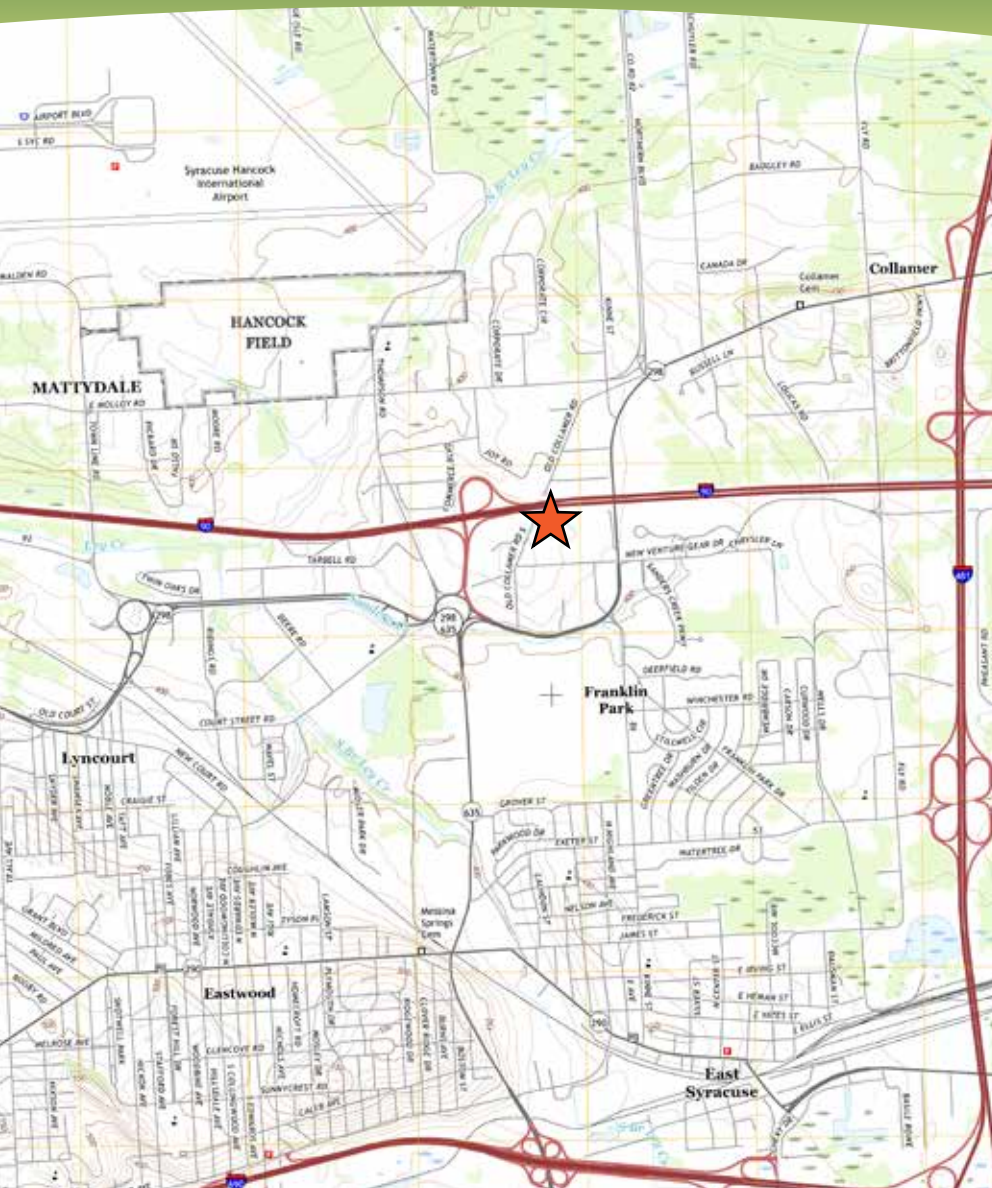
- Aldo Leopold -

“Mbegu zilizopandwa kwenye udongo wenye rutuba ni rahisi sana kuvamiwa na magugu iwapo mwenye bustani hataipalilia bustani yake kila siku. Kila siku tunapaswa kupalilia bustani zetu za kiroho, kuondoa magugu ambayo ni raha za dunia hii.”

- Enock Maregesi -

Notes





Internet Access
Complementary Wifi will
be provided in all sleeping rooms

Syracuse Hancock Intl. Airport
syrairport.org
315-454-4330

If you need any further assistance,
feel free to contact us:
Mike Brown - 302-270-8624
Aaron Andrews - 302-570-0258

Partners in Conservation

NASCA would like to thank our partners for their continued support



PO Box 211
Hartly, DE. 19953
302.270.8624
www.nascanet.org