

CONNECT 2009 SESSIONS

FEATURED SPEAKER: MICHAEL DURHAM PRESENTS "A SECRET WORLD":

Using unconventional techniques and custom equipment, internationally published photographer Michael Durham explores the secretive and hidden side of nature. "So much of the complex web of life that connects everything in an ecosystem together is just out of sight, but a camera can be used to see where the human eye may be inadequate." His work has appeared in books and magazines in Europe and North America, including Nature's Best, National Wildlife, Sierra, Defenders, Nature Conservancy Magazine, BBC Wildlife, Orion, National Geographic for Kids, and many more. Working closely with researchers, zoologists, and biologists, Michael contributes his skill with the camera, and his knowledge of composition and light to their work. "Biologist E. O. Wilson once wrote: 'Every kind of organism has reached this moment in time by threading one needle after another, ... against nearly impossible odds.' It is my intention that my images reflect this reality." Come listen and learn to recognize and promote the "Secret World" of your District.

MARKETING FOR SWCDs 101: Learn the basics of marketing, how to refine your message, communicating/contracting a designer or writer, and evaluating opportunities. This workshop is geared towards designers and decision makers.

MARKETING MATERIAL MAKEOVERS: In this session, we'll dissect your existing materials to find ways to improve the message, minimize production cost, and brainstorm ways to re-use their valuable content. Bring an ad or brochure that your district uses.

Andru Grimm is the Marketing and Media Specialist for East Multnomah SWCD.

RECORDS MANAGEMENT AND ACCESSING THE ARCHIVES DIVISION: Discuss how to make the best use of your Records Retention Schedule, how to utilize the Archives Division for public records storage, how to handle electronic documents, etc. Come ask questions of the expert!

Connor Edmonds is the Records Unit Manager for the Archives Division of the Secretary of State. This unit is tasked with writing the records retention schedules for state, local, and special district governments. Connor has served at the State Archives for six years and was previously an Archivist in the private sector for two years at George Fox University.

FACILITATING SUCCESSFUL ALLIANCES: As facilitators of community involvement and commitment, what do you need to move your conservation or education project, partners, and district to success? Working with partners and people can be awesome or frustrating, and too often great projects and people get "sideways." This session will provide new insights to help you ensure successful group decision-making. Join Connie for an interactive 2-hour workshop to gain tools in dealing with difficult projects and people; to move from competition to collaboration in spite of limited resources; and to create trust across alliances.

Connie Green has been working with groups and organizations for over 30 years. She was a leader at Chemeketa Community College, a policy advisor for the Department of Community Colleges and Workforce Development, and an advisor to an Oregon Governor. She is currently a consultant working with boards, organizations, and non-profits to improve their effectiveness and success.

QUICKBOOKS WEBINAR: Did you learn QuickBooks through trial and error? Are you still discovering that there are easier or quicker ways to do things? Do you struggle to extract the data you want to see? Do you wrestle with the software to make it do what you want? Do you have questions but nobody around to answer them? If you answered yes, then this opportunity is for you. The trainer has interviewed two of our local "content experts" to better understand how different districts use QuickBooks. In this high-tech presentation, the trainer will join us online and by phone as we project the computer screen for all to see. Bring your own laptop to follow along or just watch the trainer's computer. Both beginners and advanced users will learn some new tricks and tips to increase their QuickBooks skills. Bring your questions and join us for this lively interaction.

Trevor Matheson is the Vice President of Real World Training in Texas (although that would be your last guess after you hear his accent). Established in 1992, Real World Training has been the officially endorsed training partner for Intuit (the developer of QuickBooks) since 1998, and also provides the training to the customer support teams at Intuit. They have trained almost half a million customers to date.

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COMING TO AGREEMENT: Have you ever had a conversation with a landowner or a meeting with the board that went badly and you wished you had some tools to “turn things around”? In this workshop, we’ll focus on several strategies that can help avoid common “conversation pitfalls” & maximize the clarity of your message.

Candace Stoughton has been with the East Multnomah Soil and Water Conservation District since 2007. She works on urban conservation issues with a current focus on sustainable storm water management. Candace has expertise in low impact development methods that protect streams and rivers from urban storm water runoff. She is also a trained volunteer mediator with Resolutions Northwest, a community mediation non-profit serving the Portland metro area.

OREGON CONSERVATION STRATEGY: Part of a national effort to encourage states to develop comprehensive wildlife planning, the Conservation Strategy was approved by the Oregon Fish and Wildlife Commission in August 2005 and by the United States Fish and Wildlife Service in March 2006. Oregon’s approach was to establish a long-term vision and set specific goals not only for conservation actions to be implemented by the Oregon Department of Fish and Wildlife (ODFW), but also as a conservation blueprint for all Oregonians. The overarching goal of the Conservation Strategy is to “maintain healthy fish and wildlife populations by maintaining and restoring functioning habitats, prevent declines of at-risk species, and reverse declines in these resources where possible.” The Conservation Strategy emphasizes the proactive conservation and management of eleven strategy habitats across eight state eco-regions. It addressed species conservation through a fine filter approach and identified 286 strategy species based on their population status or that represent the diversity and health of wildlife in Oregon. Come hear a brief overview of the Conservation Strategy, learn how the Conservation Strategy is being implemented, gain tools that may help SWCD staff in management planning, landowner technical assistance, and implementing conservation actions and participate in a roundtable discussion with the Conservation Strategy team.

Michael Pope, PhD, is the Oregon Conservation Strategy Coordinator for ODFW. He has a Bachelor Degree in Asian History from the University of North Carolina and a BS, MS, and PhD in Wildlife Science from OSU. He previously served as an OSU Faculty Research Associate working on elk, sage grouse, black bear, and mountain quail, then as the Wildlife Mitigation Coordinator for ODFW.

RAINWATER HARVESTING: Learn landowner options for using rainwater as a livestock-watering source and irrigation practice. Clair Klock will discuss case studies of installing rainwater systems. Learn from his experiences with what went right and what went wrong. Potable use will be discussed briefly. The class will address catchment surfaces, storage options, delivery, and use management.

Clair Klock graduated from OSU as a biologist and worked as a conservation educator while farming berries and tree fruits fulltime. He continues to farm blueberries in the Western end of the Columbia Gorge at Corbett. Clair has worked as a wildlife surveyor, a GIS specialist, and as the state’s first Urban and Small Acreage Conservation Specialist. He is presently the Senior Resource Conservationist at Clackamas County SWCD, providing expertise in small acreage conservation and wildlife habitat diversity. Clair is a certified Rainwater Harvesting Professional from the American Rainwater Catchment Association. Outside of the office, Clair is a tour guide for Lindblad Expedition in Alaska, Baja, and on the Columbia River.

INTRODUCTION TO PLANT ID RESOURCES, VOCABULARY, TRICKS, AND COMMON PITFALLS: You will leave with an illustrated guide to plant ID terminology and a bibliography of helpful resources both print and web-based.

PLANT ID LAB: Start using what you’ve learned, work with specimens, ask questions, and receive one-on-one instruction.

Kathy Pendergrass has been a Plant Material Specialist for the Natural Resource Conservation Service in Portland since 2005. Her job is to make recommendations to NRCS field offices about types of plant stock to use, seeding rates, noxious weeds, Threatened and Endangered plants, plant identification and plants for pollinators. Kathy has BS degrees in Botany and Wildlife Biology from OSU, an Associates degree in Landscape Technology from Portland Community College, and a MS in Rangeland Resources from OSU. She gained extensive experience in wetland restoration working for BLM from 1992 to 2000 and worked on rare plant issues as a Botanist for USFWS from 2000 to 2005.

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SWCD EMPLOYEE ESSENTIALS – WHAT YOU NEED TO LEARN IN YOUR FIRST 30 DAYS: New employees, not-so-new employees, and people who manage new employees will find this discussion interesting. Come hear what you need to know as you start your career with a district.

Larry Ojua is the SWCD Program Manager. Since 1999, he has been responsible for providing a wide range of administrative support and technical assistance to districts including grant funding, elections, and operations reviews. He staffs the Soil and Water Conservation Commission that serves as liaison between districts and the Department of Agriculture. Larry served for 13 years as the District Manager and Soil Conservationist for the Yamhill Soil and Water Conservation District, the first Oregon district to successfully secure a tax measure.

John McDonald is the President of the Oregon Association of Conservation Districts (OACD). He previously served as the OACD Executive Director, and has always been an active advocate supporting legislation to benefit SWCDs. John has served on the District Operations Committee for the National Association of Conservation Districts and has been a director at Tualatin SWCD in Washington County since 1994.

Autumn Bryant has been a Landowner Incentive Program Specialist at Tualatin SWCD for three years. She has degrees in Natural Resource Management and International Studies. Autumn served as an AmeriCorp volunteer after college, before joining the USFS Long Term Ecological Program for two years.

LIFE AFTER THE OPERATIONS REVIEW: Hear the status of the district operations review process, trends that were identified as recurring recommendations or training needs, and provide your input into the development of the next round of reviews.

Randy White, Cynthia Warnock, and Ron Graves are experienced district managers who have already guided their boards through the operations review process. In a panel discussion, they will share their experiences, what they perceived as the benefits of this process, and hear your suggestions for its future improvement. This session will provide the feedback for future recommendations to the Soil and Water Conservation Commission regarding the next phase of District Operations Reviews.

MEET RON ALVARADO: Hear the vision for Oregon NRCS and its relationship to districts from the new NRCS State Conservationist. This will be an informal session with an opportunity to ask questions.

Ron Alvarado was recently named NRCS State Conservationist for Oregon, after serving as the New York State Conservationist for the past 2 years. Ron began his career with NRCS as a student trainee while attending New Mexico State University. He worked in several field offices throughout New Mexico and the New Mexico NRCS State Office. Since then, he has held increasingly responsible positions within the agency in New Mexico, Arizona, Oregon, and New York including soil conservationist trainee, soil conservationist, district conservationist, basin team leader, assistant state conservationist for Operations, and State Conservationist. Ron has been with the agency for over 16 years. On a personal note, Ron was born and raised on a small farm north of Las Cruces, New Mexico, where his family raised pecans, alfalfa, and various vegetables, particularly red and green chiles for the farmers market. He graduated from New Mexico State University in 1994 with a Bachelor of Science in Horticulture/Agronomy and a minor in Soil Science. These days, Ron loves to exercise, remodel and renovate homes, work on old cars, read and listen to music, and, most recently, has started a business marketing his mother's salsa and sauces.

COWBOY POETRY: Kick back and enjoy an evening of poetry and story telling with Leon Flick.

Leon Flick is a poet and writer who grew up working cattle in the Lakeview area. He and his wife still ranch in Plush, Oregon. Leon started sharing his cowboy stories and poetry in 1988 and has since entertained in 14 Western states and Canada. In 2001, the Academy of Western Artists awarded Leon's book, *Cow's Tail for A Compass*, the Buck Ramsey Award for Cowboy Poetry Book of the Year. Except for entertaining, some guiding, and fencing, Leon still makes his living using a cow's tail for a compass.

STREAM TEMPERATURE MODELING AND BACTERIA LOAD CALCULATIONS: Learn how DEQ develops Total Maximum Daily Load targets to achieve water quality standards. See the science and computer modeling behind their calculations and the practical implications for technicians working with landowners

Julia Crown works with the Oregon Department of Environmental Quality's Total Maximum Daily Loads (TMDL) Program as a Water Quality Analyst. She analyzes data, provides technical assistance, and develops TMDLs for priority basins in Oregon.

Ryan Michie is a Natural Resource Specialist for the Oregon Department of Environmental Quality with 7 years' experience developing Total Maximum Daily Loads. He is currently involved with the development of the Malheur River TMDL, as well as technical and policy issues ranging from water quality trading and implementation planning to model and tool development.

Koto Kishida is a non-point source specialist for the Department of Environmental Quality.

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ODA'S RIPARIAN PROGRAM: Riparian areas play a critical role in protecting and improving water quality. This session's presentation will describe ODA's riparian monitoring, evaluation of riparian management practices, riparian compliance program, and goals for the future.

Dr. Ken Diebel has been researching, assessing, monitoring, and developing policies for proper management of riparian areas since 1990. He joined the Oregon Department of Agriculture in 1997 as a regional water quality specialist. In 2006, he was named as the Department's Riparian and Outreach Specialist. Dr. Diebel earned his bachelors and master's degrees at Colorado State University in forest ecology. After earning a Ph.D. in forest ecology at Virginia Tech, he followed his brilliant wife to Kansas State University. There he developed a post-doctoral research program in the Agronomy Department where he studied the ability of riparian vegetation to clean up nitrate pollution in shallow ground water. Dr. Diebel took ag journalism classes (one class short of another bachelors degree) and worked as a reporter for the K-State Collegian. He also worked for the KSU Department of Extension Communications as a science writer, and for the College of Agriculture as an instructor and advisor for ag journalism students.

COMMON REPORTING SYSTEM: See a demonstration of new software being developed in Jackson County to facilitate accurate capture and reporting of projects, events and grants. The program will help Districts report progress toward completion of their Annual Work Plan and Scope of Work. This is your opportunity to provide input into the development of this software. You may even want to consider being one of the districts to beta test it.

Amy Wilson, Southwest Basin Coordinator for RC&D and **Aubrey Shimek**, Southern Oregon University student, have worked diligently with **Randy White**, Jackson SWCD Manager, to develop this tool.

COWS AND FISH CAN LIVE TOGETHER: Dr. Tim DelCurto will describe the management history of Oregon State's Hall Ranch, the grazing and riparian studies that have taken place there, and the studies that have documented the interactions of fish and livestock.

Dr. Tim DelCurto is Associate Professor and Superintendent of the Eastern Oregon Agricultural Research Center (Burns and Union Stations) of Oregon State University. He administers two multi-disciplinary staffs with strong multi-agency cooperative relationships, as well as maintaining a productive range beef cattle nutrition and management research program, and teaching Animal Sciences curriculum in the OSU Agriculture Program at Eastern Oregon University. DelCurto was born and raised on a third generation cattle ranch in eastern Oregon and earned his BS (1984) and MS (1986) degrees from Oregon State University, and doctorate degree from Kansas State University (1989) in Ruminant Nutrition before being hired as a research scientist at OSU's Eastern Oregon Agricultural Research Center. In 1994, DelCurto was promoted to Associate Professor and Assistant Superintendent and served in this capacity until 2004 when he was promoted to Superintendent. His research is internationally recognized and focuses on the economic and ecological sustainability of beef production systems on western rangelands. His research focuses on beef cattle grazing behavior/management, and subsequent relationships to wildlife and vegetation diversity relative on both private and public rangelands. Tim is an active member of the Western Section of the American Society of Animal Sciences (since 1986), Society for Range Ecology and Management, and American Registry of Professional Animal Scientists. Recently, Dr. DelCurto was honored with the Western Section American Society of Animal Science Young Scientist Award (2000), and Oregon State University's Savory Award (2001) that recognizes Outstanding Young Faculty.

FUNDRAISING IN A COMPETITIVE WORLD: The number of nonprofits competing in the donor marketplace has increased by over 50% in the past nine years. Nevertheless, many organizations continue to raise an increasing amount of funds annually to fund their mission. This session will examine several successful fundraisers and show why and how they have succeeded and the impact they have had on the organization (pro and con). Breakout sessions will allow participants to determine if an event is for them and how to evaluate their fundraising events with an eye toward making them stand out above the competition.

Yamhill SWCD District Manager since 1999, **Tim Stieber** has BS & MS Degrees from the University of Wisconsin and previous work experience in private industry, Extension Education, and University research. To fund district programs, Tim employs many fundraising strategies such as merchandise sales, membership drives, and contracting for services. Outright donation is also extensively used when it supports the district mission. Since 2003, Tim has negotiated easement and property donations worth over \$16 million that protects 1200 acres. Current projects include development of Miller Woods Nature Center and serving as Board member for Natural Connections, a nonprofit dedicated to connecting community and nature.

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WRITING EFFECTIVELY FOR DIFFERENT PURPOSES: Different written communications require different writing styles. These two experienced writers, who write for completely different purposes, will share a session and answer your questions to increase your effectiveness.

TAKING EFFECTIVE MEETING MINUTES:

In Clackamas County, the County Administrator's Office works with the Board of County Commissioners to facilitate effective and quality service delivery in all County programs. **Terry Ferrucci**, Assistant to the Board of Commissioners, coordinates the County Commissioners' Study Sessions and takes the meeting minutes for the public record. She also provides staffing for special projects for the Board, communicates Board policy and direction, and represents the Commissioners on various committees and at meetings. Come share her experiences in writing for the public record.

WRITING EFFECTIVE COMMUNICATIONS AND MEDIA RELEASES:

Clackamas County puts a high priority on informing citizens quickly and effectively of decisions, actions and situations that affect them. A full range of methods is used: publications, media interviews and releases, the Internet, Intranet and other electronic media, public presentations and cable video productions. As the former Public Information Officer, **Ron Oberg** was responsible for delivering effective media releases to communicate the County's messages and other information to reach the intended target audience in a timely and effective manner. Come find out how to get your article published.

MAKING EFFECTIVE PRESENTATIONS: A REFRESHER: After participating in this course, you will be able to describe the five key elements of an effective presentation (Purpose, Audience, Organization, Confidence, and Impact), and complete a simple application plan using two ideas with particular value for presentations you do.

Lucy Gardner is the program manager for Leadership Oregon. Leadership Oregon is state government's executive leadership development program. The program was started by the Director's Office of the Department of Administrative Services in 1989 with the goal of developing the next generation of state agency directors and executive teams. Since 1989 over 450 state leaders have completed the program. The current 2009 cohort has 34 participants from 26 different state agencies.

Lucy came to state government in 2001 after a 15-year career in management and leading process improvement initiatives for telecommunications company U S WEST. She spent 4 years with the Department of Transportation working in human resources and training before joining the Department of Administrative Services in 2005. In addition to the Leadership Oregon program, she designs and delivers management and leadership training statewide. She has a Bachelor's Degree in Social Science Education from Union College in Lincoln, Nebraska. Lucy has a passion for leadership development and has continued to explore new ways to further her own development as well as her students. She is certified in Myers Briggs and Emotional Intelligence assessment tools, and has completed several programs from the Center for Creative Leadership.

VOLUNTEERS: Come collect tips about how to recruit and manage volunteers. Get ideas for places or organizations where you might look for volunteers. Learn techniques to manage those folks once you get them in your office. You will also learn about the NRCS Earth Team Volunteer Program, how it works, and the benefits of reporting volunteer hours.

Jackie Hastings, Polk SWCD Manager, and **Patty Shumway**, State Volunteer Coordinator for the NRCS Earth Team Program, have teamed up for this presentation to help you make more frequent, more innovative, and more effective use of volunteers to accomplish the goals of your district.

OWEB GRANTS ROUNDTABLE: What does a successful OWEB grant application look like? What things are red flags for a review team? What are the best practices for managing an OWEB grant that will improve the funding chances for my future applications?

Rick Craiger is the Central Oregon Program Representative for the Oregon Watershed Enhancement Board. He will be joining this roundtable discussion to help answer questions from the perspective of the grantor.

DON'T METH WITH ME! DRUG SAFETY IN THE FIELD: Do you know how to identify mobile meth labs? Escape booby-trapped marijuana plantations? Evade hostile landowners? Narcotics Detectives will teach you how to protect yourself in the field whether you are in remote Harney county or urban Multnomah county.

Detective Chris Sharmota and **Evidence Technician Don Hemstreet** with the Canby Police Department will answer these questions to help you improve your safety in the field.

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PROPER FUNCTIONING CONDITION: In this session attendees will learn how to define Proper Functioning Condition, understand the mechanics of how to assess PFC, and the thought processes behind the assessment. Attendees will be given guidance on the proper interpretation of PFC assessments. The primary goal is to have attendees gain an understanding of the attributes and processes occurring in a riparian area.

FIRESIDE WITH DR. BUCKHOUSE: Come join this casual conversation around the fire. Learn from Dr. Buckhouse's experience to identify ways of blending your expertise with the interpersonal communication skills necessary to reduce conflict, resistance to change, and other issues relating to project development and implementation. This discussion is open to everyone, regardless of your particular area of expertise or skill level.

Dr. John Buckhouse was raised in the Great Basin and graduated from UC Davis and Utah State Universities. He spent his career at Oregon State University as a teacher, researcher, and extension specialist. He has won local, regional, and national awards for his efforts in all three of these assignments. His areas of expertise are arid land hydrology and rangeland ecology/management. He recently retired from OSU and is currently a ranch inspector certifying ecologically sustainable ranching operations, a volunteer for rangeland extension activities across the state, and a tour guide for Oregon outback excursions.

CREP IN 60 MINUTES: Learn what you will need to know, and where to learn it. This presentation gives an overview of the steps of developing a CREP plan and some of the tools and tricks of the trade that will help you along the way.

Josh Thompson is a Conservation planner for Wasco County Soil and Water Conservation District. He has held this position since 2000, prior to which he was a wild land firefighter with the Oregon Department of Forestry. He served an instrumental role in enrolling over 300 miles of streams in Wasco County into restoration plans.

Lois Loop is an Agriculture Program Specialist with the USDA Farm Service Agency in the Oregon State Office. Her major program responsibilities are the Conservation Reserve and Conservation Reserve Enhancement Programs.

IRRIGATION EFFICIENCY PROGRAMS: Irrigation systems are the largest energy users on most farms. Installing variable frequency drives, converting to drip or linear systems, and maintaining existing sprinkler installations can often save energy, water, and money. For example, a variable frequency drive can save 25% in annual energy costs, qualify for incentives totaling 85% of total project cost, and have a payback of less than one year. Most projects qualify for incentives or rebates from the Department of Energy, Energy Trust of Oregon, or local utility programs. The Energy Trust of Oregon and Oregon Department of Energy Business Energy Tax Credit (BETC) programs will be explained in detail.

Doug Heredos and **Barbara Dusicka** are mechanical engineers at Cascade Energy Engineering, a firm contracted by the Energy Trust of Oregon to implement its Small Industrial and Agriculture initiative. The Energy Trust Small Industrial program began in 2008 and helped customers save over 3.2 million annual kWh in the first year. The program has helped dozens of farmers install more efficient irrigation equipment, and helped to educate suppliers of irrigation equipment about efficient irrigation methods.

GEO-CACHING: Take a twilight walk on the wild side... We will join all the night critters for a high-tech take on an old-fashioned scavenger hunt. **NO PREVIOUS EXPERIENCE REQUIRED.** Sign up in the Mt Hood Pavilion for a game session either evening. Valuable prizes will be awarded.

SHARING AND NETWORKING TIME: There will be coffee often and snacks occasionally in the Mt Hood Pavilion. There are couches, chairs and tables available to suit any size group as well as room for district displays and tables where all the handouts will be available from each concurrent session. Feel free to drop in to the Pavilion any time to see who is there and what the conversation topics are. This room is big enough to allow for several groups at once, and you are welcome to move the chairs. Bring your concerns, issues, and stories to share and have a cup of coffee with a new acquaintance or an old friend.

Examples of discussions that are in the works:

- Best (worst?) story about a district meeting – special prize to be awarded.
 - Best (worst?) story about a district project – special prize to be awarded.
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