



Healthy Land
Clean Water
For Life

2009-2010 Annual Report

SOIL AND WATER CONSERVATION SOCIETY



From the President

When I became President of the Soil and Water Conservation Society last year, I felt there were four major priorities that needed to be addressed:

1. To find the right individual to serve as Executive Director of the Society
2. To continue to provide high-quality education and training opportunities for members
3. To sustain and build the membership of the Society
4. To put in place a strategic plan to guide the efforts of the Board, staff, and chapter leadership to continue the Society's strong leadership in the field of soil, water, and natural resource management.



Gary C. Steinhardt

I'm pleased with the progress we have made in all of these areas.

In November 2009, the Board hired Jim Gulliford as Executive Director. He brought to the position considerable science and policy experience in soil and water conservation, as well as environmental protection. As a 28-year member of the Society, he was able to hit the ground running, and we are pleased with his leadership.

At the same time, staff and committees have done a great job producing opportunities for members to learn and grow professionally in their natural resource careers. The *Journal of Soil and Water Conservation* continues to publish relevant, peer-reviewed research, as well as thought-provoking editorials, ideas, and policy reviews. The Society has become a respected partner with agencies and academic institutions and continues to partner in the production of high-quality conferences that explore the most compelling soil, water, and conservation issues we face. There is more reported on each of these areas in this annual report.

As you know, the number and active contribution of our members are fundamental to the substance and relevance of our international Society. While individuals and chapters are our leading advocates for new member growth, headquarters staff have taken up the front line effort to retain our members. Members who lapse their membership receive e-mails and direct calls from headquarters conveying a positive message that all of our members are important to us and that we need their continued membership and active participation in the Society. This past year has seen our membership stabilize, and we are developing a new member drive for next year. I look forward to working with all of you in this effort.

Finally, with the leadership of Jerry Pearce, the Board has completed a five-year strategic plan for the Society. It features our commitment to member services, communication and publications, conservation science and policy, leadership and governance, and the financial sustainability of the Society. You can find the strategic plan on our Web site.

Gary C. Steinhardt

Who We Are

The Soil and Water Conservation Society (SWCS) is a nonprofit scientific and educational organization that serves as an advocate for natural resource professionals and for science-based conservation policy. The SWCS fosters the science and art of soil, water, and environmental management on working lands to achieve sustainability.

The SWCS includes over 5,000 members around the world. Society members promote and practice an ethic that recognizes the interdependence of people and their environment.



Board of Directors

(as of March 31, 2010)

Gary Steinhardt
President & East North Central Director

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Vice-President & Northeastern Director

Clark Gantzer
Secretary & At Large Director

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Southeastern Director

Danny Hughes
South Central Director

Jerry Pearce
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At Large Director

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Student Director

Staff

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Executive Director

Jim Bruce
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Oksana Gieseman
Publications Director/Editor

Robin Hockaday
Member Services Specialist

Dewayne Johnson
Professional Development Director

Linda Larson
Receptionist/Mail

Sue Ann Lynes
Executive Assistant/Corporate Membership

Jody Ogg
Comptroller

Jacqueline Pohl
Editorial Assistant

Annual Conference

The 64th International SWCS Annual Conference was held in Dearborn, Michigan, on July 11–15, 2009. More than 500 registered attendees heard US Secretary of Agriculture Tom Vilsack deliver the Pritchard Lecture and recognize the longtime partnership between the USDA and the SWCS. He noted the importance of showing landowners the economic as well as environmental benefits of conservation practices. In addition, the SWCS was proud to host the screening of *Dirt! The Movie* as the Monday evening activity. Producer/Director Gene Rosow previewed the movie and discussed its content with the audience.



US Secretary of Agriculture Tom Vilsack delivers the Pritchard Lecture



Producer/Director of Dirt! The Movie Gene Rosow previews the movie

From Dust Bowl to Mud Bowl

Held in Kansas City, Missouri, on September 14–16, 2009, and delivered as a cooperative effort with Kansas State University, the conference From Dust Bowl to Mud Bowl: Sedimentation, Conservation Measures, and the Future of Reservoirs far exceeded its original projections. The 170 registrants included 55 speakers and 14 poster presenters. Attendees repeatedly commented on how pleased they were with the nationally and internationally recognized speakers. The conference offered expanded opportunities for collaboration, discussion of science and research related to sedimentation, a process for identifying gaps in information, and recommendations to address sedimentation in reservoirs—particularly as related to global climate change. A comprehensive conference summary appeared in the January/February 2010 issue of the *Journal of Soil and Water Conservation*.

Science to Solutions (Gulf Hypoxia)

The Science to Solutions—Reducing Nutrient Export to the Gulf of Mexico workshop was held in Des Moines, Iowa, on December 10–11, 2009, in the middle of the worst snowstorm in 30 years. Originally planned for three days, the storm forced a consolidation of the program. The two invited keynote speakers, Dr. Bill Walker, Executive Director, Mississippi Department of Marine Resources, and Tom Simpson, President and Executive Director, Water Stewardship Inc., were able to attend and provided key guidance to the audience. Of the 240 registered attendees, 140 were able to make it to Des Moines for the event. Of the 28 scheduled speakers, 27 were able to deliver: 22 were on-site and 5 delivered their presentations over the internet through WebEx. Audio from the closing panel was recorded and posted on the SWCS Web site. The organizing committee for the workshop is continuing to work on a postconference summary of results. In addition, SWCS is hosting all approved presentations and posters from authors and presenters on the Web for postconference access for anyone wishing to view or listen.

Journal of Soil and Water Conservation

Published since 1946, the *Journal of Soil and Water Conservation* (JSWC) is the Society's flagship publication, with a circulation to over 6,000 individuals and libraries worldwide. The journal serves as an important international multidisciplinary forum to promote creative thinking and investigation of conservation issues.

The journal has two sections designed to engage a diverse readership: a front section containing features, perspectives, and articles on practice, and a research section containing peer-reviewed applied research papers.

The online option, www.jswconline.org, provides access to all JSWC journals back to 1981. The online journal has increased the visibility, use, and citation of the journal internationally. Since October 2008, over 60,000 people have visited the JSWC home page, and over 370,000 people have viewed article abstracts.

We also use an online manuscript review system. Authors need to register and submit their manuscripts at www.editorialmanager.com/jswc.



Corporate Membership

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Logiag Inc.
Propane Education and Research Council
RPM EcoSystems
Stock Seed Farms
Validus Services LLC
White River Irrigation District

For more information, please call 1-800-THE-SOIL or email corporate@swcs.org.

Grassroots/Chapter Action

The SWCS has 75 chapters across the United States and Canada. The local chapters undertake a diverse set of grassroots activities. A few examples of SWCS chapter activities in the past year are listed below.

The South Carolina Chapter has planned and conducted 17 symposia reaching over 1,000 members and nonmembers. These symposia provided educational information and the latest technology on issues such as Conservation Partnerships, Utilizing Natural Resources in Development, Low Impact Development, Renewable Energy, Biodiesel Fuels, Basics of Precision Farming, and Basics of Stormwater Management. The chapter provides six to eight scholarships annually to students furthering their education in natural resources related fields. They strive to keep professionals informed on current natural resource issues, legislation, and needed certification and are recognized among other agencies, public officials, and citizens for providing leadership in soil and water conservation related issues.

The Hoosier Chapter has a rich history in soil and water conservation in Indiana. Over the past several years, the Hoosier Chapter has hosted nine educational and technical workshops covering topics such as Changing Weather Patterns and Conservation, Energizing Indiana's Water Community, Emerging Forestry Issues, the Fine Art of Grazing and Biofuels, the Floods of 2008, Two-Stage Ditches, and A Matter of Balance: Soil and Policy/Economics/Climate Change/Public Demand.

The Wyoming Chapter presents very successful technical workshops on critical natural resource issues utilizing diverse partnerships with neighboring SWCS chapters and conservation organizations and businesses, while providing educational opportunities to fellow members and the general public. The chapter has been faithful in giving scholarships to college students enrolled in a natural resource major and in contributing to the National Smithsonian Soils Exhibit. Of special note is that over 2,000 students receive an Earth Day bracelet and accompanying lesson each year and that the chapter sponsors five state 4-H awards, which are presented at the Wyoming State Fair each August.

The All-Ohio Chapter identified educational opportunities around the surging public interest in “recession gardens” and society’s growing concern over where and how their food is produced and turned that into a timely technical session for resource professionals. Sessions were developed that highlighted sustainability and conservation and its tie directly to food. Participants were provided with new insight and information on local food systems, public trends in organic food, direct farm-to-public food production, marketing of fresh vegetables and bison to Cleveland’s farmers markets, and a local Resource Conservation and Development project that encourages new bee keepers.

The South Dakota Chapter carried out a major educational activity for youth in partnership with the Association of Conservation Districts, USDA Natural Resources Conservation Service, and the South Dakota Farmers Union Foundation. This activity allowed 1,600 students, ages 6 to 13, on 65 campuses throughout South Dakota a creative hands-on approach to understanding the dynamics of soils. The chapter’s involvement was significant in collecting the soils from all over the state, assembling the painting kits, training the summer interns who would present the soil lessons and soil painting activities, and making the kits available to conservation districts.

The Michigan Chapter is recognized for its outstanding efforts in 2009 to provide professional development opportunities for both members and nonmembers. The most notable achievement was the chapter’s successful hosting of the 2009 SWCS Annual Conference in Dearborn, Michigan, with more than 500 individuals in attendance.

The Iowa Chapter hosted the conservation tent at the Register’s Annual Great Bike Ride Across Iowa (RAGBRAI)—a well-publicized bicycle event that attracts over 10,000 bicyclists from all over the world. Along with conservation partners, the chapter provides free bananas and conservation-themed postcards to the bicyclists. This year, the chapter installed six permanent conservation signs along the route to be viewed by the bicyclists as they rode across southern Iowa. Volunteers were also on hand to demonstrate conservation tools, such as a stream table and rainfall simulator at the tent, as well as to address questions about conservation and agriculture.

Awards and Honors

The SWCS was pleased to present the following awards at the SWCS 2009 Annual Conference in Dearborn, Michigan.

Hugh Hammond Bennett Award

The Hugh Hammond Bennett Award recognizes extraordinary national and international accomplishments in the conservation of soil, water, and related natural resources.

2009 Recipient: Ronald F. Follett

Fellow Award

The designation of Fellow is conferred on Society members who have performed exceptional service in advocating the conservation of soil, water, and related natural resources. This award is given first and foremost for professional excellence. Professional achievement may be in practicing, investigating, administering, or teaching soil and water conservation or closely related fields.

2009 Recipients: Jessica G. Davis, Lawrence Mark Risse, Harold L. Thompson

Harold and Kay Scholl Excellence in Conservation Award

The Harold and Kay Scholl Excellence in Conservation Award recognizes individuals who provide technical assistance and demonstrate effectiveness and creativity in conservation planning and plan application.

2009 Recipient: Quentin Williamson



Ronald F. Follett

The 2009 Hugh Hammond Bennett Award recipient Dr. Follett is recognized nationally and internationally as a leading authority on soil erosion, crop productivity, water quality, soil carbon sequestration, nitrogen in the environment, global climate change, US agroecozones, and field experimental procedures. He has been invited to review, speak, or advise about research in Mexico, Canada, Chile, Algeria, Austria, China, India, Sri Lanka, Thailand, Ireland, and the United States.

Dr. Follett twice received the Distinguished Service Award (USDA's highest award), a USDA Superior Service Award, Northern Plains Area Scientist of the Year, and the US Presidential Rank Award for Meritorious Service, along with a host of other awards. He is a Fellow of the American Society of Agronomy, the Soil Science Society of America, and the Soil and Water Conservation Society.

Dr. Follett has also been active in SWCS, as well as his other professional societies. As a member of the SWCS, he has served as president of the Colorado Chapter for 1996 and 2006, both being years when the Colorado chapter hosted the SWCS national and international meetings in Colorado. In 2002, he organized the conference Carbon as a Potential Commodity that was sponsored by the Colorado Chapter of the SWCS. In 2006 and 2007, Dr. Follett served as Interim Northern Plains Regional Director for SWCS.

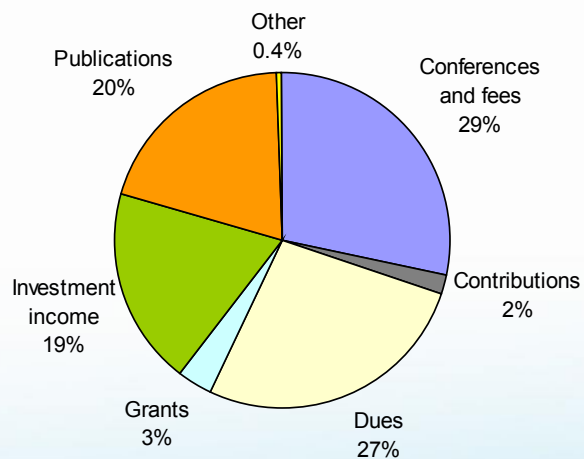
The Soil and Water Conservation Society presented its most prestigious award, the 2009 Hugh Hammond Bennett Award, to Dr. Ronald F. Follett with respect and appreciation for his efforts to foster the science and art of natural resource conservation.

Financial Summary

Income

	2009-2010*	2008-2009*
Conferences and fees	359,153	313,675
Contributions	26,286	51,407
Dues	336,834	353,380
Grants	40,203	87,896
Investment income	245,873	(277,243)
Publications	254,006	290,540
Other	5,391	6,063
TOTAL INCOME	\$1,267,746	\$825,718

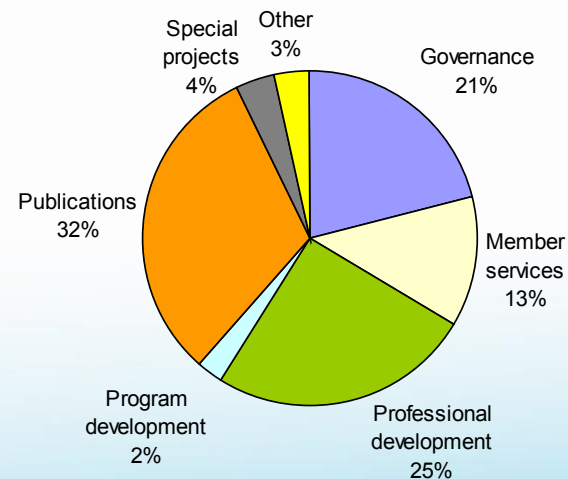
*For the annual period April 1 to March 31.



Expenses

	2009-2010*	2008-2009*
Governance	217,087	171,388
Member services	129,426	134,777
Professional development	259,479	264,281
Program development	25,131	38,232
Publications	321,951	408,927
Special projects	40,203	87,896
Other	34,627	28,575
TOTAL EXPENSES	\$1,027,904	\$1,134,076

*For the annual period April 1 to March 31.



Financial Summary

Net Assets

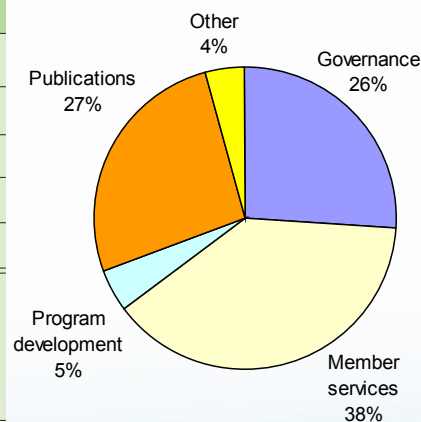
	2009-2010*	2008-2009*
Beginning of year	1,410,491	1,718,849
End of year	1,650,333	1,410,491
CHANGE IN NET ASSETS	\$239,842	\$(308,358)

*For the annual period April 1 to March 31.

What Dues Supported

	2009-2010*
Governance	88,277
Member services	129,306
Program development	15,487
Publications	89,825
Other	13,939
TOTAL	\$336,834

*For the annual period April 1 to March 31.



Rebranding SWCS Communications

We are pleased to announce the new look of the Society's communication instruments. The staff and the SWCS Board have been working on the Marketing and Membership Development Program, and Phase I of the marketing plan included rebranding SWCS communications. This part is now completed, and the public relations firm we work with provided us with an updated design for the SWCS Web site, *Conservogram*, etc.

We have updated the *Conservogram* and are currently working on updating the SWCS Web site and the SWCS Network, as well as various promotional and informative materials. We are planning to complete the implementation of the new brand by the end of 2010. If you have any questions or comments, we would be happy to hear them. Please feel free to email or call us at pubs@swcs.org or 800-THE-SOIL.

The image displays two examples of the rebranded SWCS communications. On the left is a screenshot of the SWCS website, featuring the new logo and a navigation menu. On the right is a screenshot of the 'Conservogram' newsletter, showing the new design and content for June 2010, including a table of contents and featured articles.

Member Recognition

The SWCS's most valuable resource is its members. The list of names is too long to print here, but it is these people who make the Society what it is. We would like to acknowledge those who have made the commitment to be a member at the President's Club and Leader levels. Visit www.swcs.org to become a member today!

President's Club

James Ahrenholz	Jane Frankenberger	Mary Miller	Ray Weil
Bert Allen	Dorcas Franklin	Jerome Myszka	J.R. Wolfe
Susan Andrews	Clark Gantzer	Ted Napier	Melvin Womack
Josiah Austin	Rodney Goode	Pete Nowak	Larry Wright
Don Baloun	Kristin Graham-Chavez	Melanie Oliver	Charles Wright
Donald Bartolina	Jerry Griswold	Tom Osborne	Don Wysocki
Erik Beardsley	James Gulliford	Marsha Paley	Jeffrey Zimprich
Kent Bohnhoff	Dennis Haag	Jacqueline Pashnik	Jeffrey Zinn
William Boyer	Eric Harper	Dennis Pate	Ted Zobeck
Ross Braun	Sharon Hartzold	Jerry Pearce	
Larry Brown	Jerry Hatfield	Skip Ragsdale	Leaders
Anthony Burns	Tom Hebert	Paul Ray	Paula Allen
Warren Busscher	Mark Hickenbottom	Mark Rose	Herbert Andrick
Deborah Cavanaugh-Grant	Thomas James	Michael Russelle	Jeff Anliker
Theresa Chadwick	Peggie James	Max Schnepf	Susan Baggett
Maurice Cook	Carole Jett	Daniel Sharp	Lori Bataller
Craig Cox	Chris Johannsen	Lee Shields	David Beck
Cecil Currin	Alice Jones	Cheryl Simmons	Brian Benham
Seth Dabney	Leonard Jordan	Stephen Smarik	Peter Black
Jorge Delgado	Kevin Kinvig	Jean Steiner	Daniel Blatter
Theo Dillaha	Kevin Kinvig	Gary Steinhardt	Lena Bohm
Otto Doering	Harold Klaege	Diane Stott	Astor Boozer
Jeanne Duarte	John Knapp	Harold Thompson	Timothy Bottoms
Richard Duesterhaus	Tyrone Larson	Dan Towery	Jimmy Bramblett
Robert Eddleman	Raul Lavado	Maryann Trent	David Brandt
James Ellis	John Lawrence	Ray Tufgar	Kenneth Bruene
Thomas Fedewa	Brent Lawrence	Donald Van Meter	Marion Calmer
Rebecca Fletcher	Ira Linville	Jeffrey Vonk	William Carman
Steve Frank	James Lyles	M. Alan Walker	S. Mike Caston
	William McFee	Andrew Wargo	Marvin Cavanaugh
	Cathy McGuire	Robert Warner	H. Cheng

Stephen Chick	Jerry Hattan	Eugene Matzat	Joe Schliessmann
Michael Kent Clary	Russell Hatz	Maurice Mausbach	Richard Schultz
Michael Collins	Eugene Hausner	Alex McGregor	Ross Scott
Kevin Connors	DeLynn Hay	David McKay	Patricia Sharman
Kerry Cook	Carlos Henning	William McMeekin	David Shelton
Richard Corey	Ronald Hensler	Stephen Merrill	Jeff Shropshire
Sheila Cox	James Hill	Linda Meschke	Tom Simpson
R. Jewell Crabtree	Michael Hogan	Maysoon Mikha	Mark Steffek
Robert Dail	Diane Holcomb	Paul Miller	Jon Stika
Steven Davied	Larry Holmes	Raymond Mueller	Joyce Swartzendruber
Craig Derickson	Wayne Hudnall	James Mulkey	Ariel Szogi
Zhibao Dong	Patricia Ingle	Louis Nagy	Rosendo Trevino III
Dan Dostie	Jalal Jabro	Kimberly Neumann	Donald Urban
David Drain	William Johnson	Renae Nicholson	R. Anthony Valvo
Stephen Durgin	Steve Kadas	Earl Norton	Scott Velting
Michele Eginoire	Jane Karinen	Thomas O'Connor	Jon Vrana
William Elliot	Katherine Keck	Valerie Oksendahl	Scott Wagner
Casey Elliott	Lorie King	Larry Oldham	Jason Warren
Arthur Erhardt	Eileen Kladviko	Mick O'Neill	Donald Wells
Steven Evett	Robert Knight	David Parsons	Terry Wharton
Charles Finkl	Dale Krause	Phyllis Pate	Mary Wheeler
Cornelia Flora	William Kuenstler	Lynnette Payne	Bruce Wight
Robert Flynn	David Lamm	Michelle Perez	Perry Wilkerson
Robin Foulk	Ronald Lauster	Robert Porter	Ron Williams
Norman Friedrich	Stuart Lawson	Steve Potter	Stephen Wilson
Penny Galinat	Patricia Leavenworth	Rebecca Power	Mack Wilson
Marilyn Gann	William Lee	Carzella Pritchett	Lloyd Wright
Kristi Gay	Lance Loken	Shanon Ramsay	Larry Yamamoto
Wendi Goldsmith	Sylvia Long	Howard Reel	Shafiu Yaya
Laura Good	Stephen Lovejoy	Mary Jane Reetz	James Zeigler
William Gradle	Ellen Luchsinger	Richard Rhoades	
Daniel Graves	Sue Ann Lynes	Andrew Robinson	
Chris Gross	William Magette	Clay Robinson	
Randal Gunn	Joseph Makuch	David Rose	
Susan Hansen	Gerald Martin	Becky Ross	
William Hargrove	Robert Mast	R. Neil Sampson	
Jerry Hartley	Jeff Masters	Ronald Schierer	

Recognition of Contributions

The SWCS is deeply grateful to all the people who have generously donated to the Society to support soil and water conservation. Visit www.swcs.org or call 1-800-THE-SOIL (1-800-843-7645) to make your contribution.

Contributions

\$5,001+

Margaret A. Cargill
Foundation

Individual Contributions

\$151 to \$5,000

Craig Cox
J. Hobbs
The Fred Mason
Fisher Memorial
Fund of the Erie
Community
Foundation
Gyles Randall
Howard Reel
Janice Reid
Sangamon County
SWCD

Individual Contributions

\$51 to \$150

Adrian Achtermann
James Ahrenholz
Melvin Argabright
Theo Dillaha
John Highland
Michael Hogan

Birl Lowery
Eugene Matzat
David Miller
Glenn Pratt
Gary Steinhardt
Judith Thompson
Don Wysocki
Jeffrey Zinn

Individual Contributions Under \$50

James Ahrenholz
John Akers
Francisco Arriaga
Obie Ashford
Komlan Avochinou
C. Andrew Beagle
Katharine Beason
Richard Birchmier
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Michael Jawson
Alice Jones
Pamela Joose
Kathleen Judd
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James Klang
Karen Kline
Orville Love

C. Merle Lawyer
James Lohman
Donald McCool
Peggy McNeill
Stephanie Murphy
Pearl Newman
Richard Nordquist
Edwin Nurmi
Emmanuel Ojo
Samuel Orr
John Ourada
Marsha Paley
Dennis Pate
Gary Peterson
Tom Pointer
Dan Pote
Floyd Rathbun
Terry Richardson
Rick Robinson
Cheryl Rosel
Carmen Sandretto
Duane Sand
Frank Schaller
Charles Schwabauer
Sharla Schwien
Ted Sheng
Peter Skelton
Ronald Snyder
Joseph Steiger
Tina Vander Hoek
Thomas Van Horn
Elaine Vrana
Ray Walke
Gordon Watts
Clair Welbon

Don Wysocki
Desiderio Zamudio

Combined Federal Campaign Total of \$9,778.24

People who donate to SWCS through the Combined Federal Campaign may designate whether they want to donate anonymously. Those individuals who released their names are as follows:

David Brauer
Ross Braun
Christopher Carlson
Thomas Fedewa
Rebecca Fletcher
Jonathan Gerken
Charles Guillory
Martha Grace
James Hagg
Patrick Howells
Jessica Lehman
Robin Martinek
Constance Philipot
Molly Smith
Zachary Strong
Michael A. Swanson
David Thackeray
Bruce Wight
Rose Wilkerson
Wesley Wofford



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© 2010 by the Soil and Water Conservation Society. All rights reserved. This annual report covers the period April 1, 2009, to March 31, 2010. For more information, please contact the Society at 515-289-2331 or swcs@swcs.org. The summary of SWCS activities presented in this document was compiled in good faith. Any errors or omissions are with regret.