



SOIL
AND WATER
CONSERVATION
SOCIETY

Annual Report

2021-2022

From the CEO

I am pleased to present the Soil and Water Conservation Society's (SWCS) achievements since the spring of 2021.

As COVID-19 continued to impact all of our lives, at work and at home, we endeavored to embrace the access a virtual world provided conservation professionals. We held our 76th annual conference virtually, building off the lessons of our first-ever virtual event and providing opportunities to learn about the latest research, partnerships, projects, policies, and technologies while fostering engagement and interaction among attendees from across the nation and beyond with new features, including open networking rooms and live video chat.

We continued to implement, pursue, and obtain special projects, funded through grants and foundations, to help us understand the challenges of getting conservation on the ground in an inclusive way and offer scientifically backed solutions that are more easily implemented. These mission-driven projects keep us connected to the on-the-ground conservation community. Through them, we assess the needs of conservation professionals; serve and broaden the conservation community; and enhance, adapt, and streamline conservation practices for wider adoption.

As a grassroots organization, we depend on our members and chapters to offer education, technical training, professional networking events, and other opportunities to engage at the local level. To support their efforts, we have added a Chapter and Community Builder staff member, who provides opportunities for leaders within our Society to receive training, tools, resources, and individual support. We were also able to contribute over \$15,000 in funding back to our local chapters during our fiscal year.

Serving and building a diverse conservation workforce continues to be a focus of our work at SWCS. As the world up began to open up, I touched down in Washington, DC, on the evening of Wednesday, February 22, 2022, for a three-month stay in the nation's capital with the goals of advocating for conservation professionals, elevating SWCS among national circles, and meeting with partner organizations about our shared mission. It was the opportunity of a lifetime for myself and a rewarding project for SWCS; I returned home in the summer of 2022 with many new connections and future advocacy plans for our organization.

It is only through the leadership and guidance of the Board of Directors, the dedication of our chapters and members, and the relentless work and passion of the staff that the achievements within this report were made possible. To learn about our newest endeavors and successes, connect with our online community!

Clare Lindahl
CEO



Click through to connect!





Who We Are

Our mission is to foster the science and art
of natural resource conservation.

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. We believe sustainable land and water management is essential to the continued security of the earth and its people. Our goal is to cultivate an organization of informed, dynamic individuals whose contributions create a bright future for agriculture, the environment, and society. SWCS includes more than 2,000 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, 2022)

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Vice Chair & North Central
Region Director

Steve Kadas

Treasurer & Southwest Region Director

Jane Hardisty

Secretary & At-Large Director

Keith Berns

Northwest Region Director

Ellen Gilinsky

At-Large Director

Christopher Hartley

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Jerry Hatfield

At-Large Director

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At-Large Director

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CEO

Courtney Allen

Event and Professional Development
Director/Executive Assistant to the CEO

Annie Binder

Publications Director/Journal Editor

Renee Bouldin

Chapter and Community Builder

Erika Crady

Membership Director

Joe Otto

Special Projects and Partnerships
Director/Historian

Jody Thompson

Editorial Assistant

Events



2021 International Annual Conference “One World, Connected through Conservation”

The [76th SWCS International Annual Conference](https://www.swcs.org/21AC), held virtually, July 26-28, 2021, provided the opportunity for attendees around the world to share their conservation stories and bring natural resource management solutions from far and wide into their homes and offices.

The conference kicked off Monday with the Climate Change Mitigation and the Role of Working Lands Panel. This year’s Pritchard lecturer was Jim Richardson, photographer with the *National Geographic* magazine. On Wednesday, USDA Natural Resources Conservation Service Chief Terry Cosby delivered opening remarks, followed by Where Data Meets Practice: A Panel on Outcome Driven Conservation.

The 76th SWCS International Annual Conference brought together more than 745 conservationists, representing 4 countries and 45 states. Attendees had the opportunity to listen to over 131 oral presentations and symposia, view 45 poster presentations, and more during the virtual event.

Thank you to the 76th SWCS International Annual Conference Sponsors!

 <p>PRESENTING SPONSOR</p>	 <p>United States Department of Agriculture Natural Resources Conservation Service</p> <p>PLATINUM SPONSOR</p>	 <p>TRUTERRA</p> <p>GOLD SPONSORS</p>
  <p>SILVER SPONSORS</p>	     <p>BRONZE SPONSORS</p>	 <p>Association Of Retired Conservation Service Employees</p> <p>STUDENT LEADER DEVELOPMENT SPONSOR</p>



Special Projects

SWCS implemented nearly a half million dollars in special projects over the course of the year. In the last five years, our special projects income has doubled. These projects connect us with the on-the-ground conservation community; assess and share the needs of conservation professionals; serve to broaden the conservation community; and enhance, adapt, and streamline conservation for wider adoption.

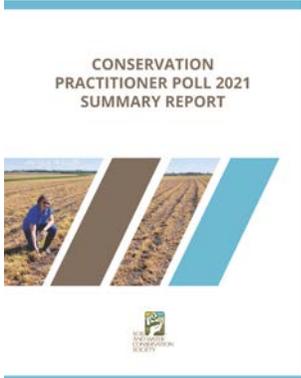
Conservation at the Co-Op

SWCS conservation work with co-ops has transitioned from a project to a program with multiple funders, partners, and services being offered. Through this work, SWCS is expanding the conservation community, connecting conservation professionals across sectors, and educating members and farmers by putting conservation on the ground and measuring the economic and environmental benefits of practices such as cover crops, conservation tillage, and nutrient management. SWCS is partnering with Truterra, Land O'Lakes, and four of their member-retailers for projects that are funded by the USDA Natural Resources Conservation Service (NRCS) On-Farm Conservation Innovation Trials, a subprogram of the Conservation Innovation Grant program.

Conservation Practitioner Poll

In September of 2021, the Soil and Water Conservation Society released results from the

first ever Conservation Practitioner Poll (CPP). The poll surveyed conservation practitioners in the Upper Mississippi River Basin who provide technical assistance, implement programs, and work directly with farmers to realize natural resource conservation goals on the landscape.



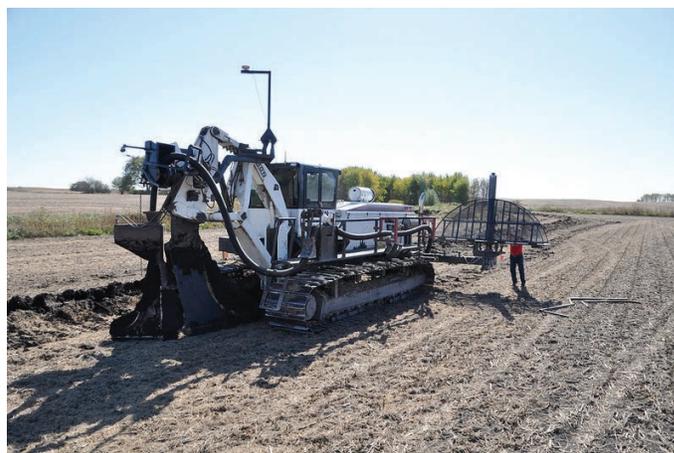
The inaugural survey was conducted in spring 2021 by the Soil and Water Conservation Society with funding from the Walton Family Foundation and in partnership with Iowa State University (ISU) researchers Dr. J. Arbuckle, professor of rural sociology, Extension sociologist, and director of the Iowa Farm and Rural Life Poll, and PhD student Chris Morris.

Key findings from the report include:

- Nearly all conservation practitioners rated in-person work with farmers and landowners, whether in the office or in the field, as the most effective strategy for getting conservation on the ground, and 92% rated cost share programs as effective or highly effective tools to support conservation implementation.

- Conservation practitioners are limited in their ability to build relationships with farmers by the burden of paperwork and program administration, employee turnover, inconsistent program rules and policies, and lack of communication and training on new rules.
- State-level conservation programs were ranked highest for ease of administration, while the Conservation Stewardship Program, the nation's largest conservation program, was rated most difficult to administer.
- Just 18% of conservation practitioners indicated discussion of climate change helps get conservation on the ground in the region, but 69% are interested in training and information about climate-smart agriculture.

At the conclusion of last year, SWCS unveiled resources for conservation professionals that help overcome these complexities and coordinate multiple personnel, including the farmer, landowner, engineer, construction contractor and funding entity, and the conservation professional. These resources are available in the SWCS Conservation Media Library, a multimedia storing house for conservation photos, graphics, videos, drone footage, PowerPoints, and other resources. Check it out at www.swcs.org/resources/conservation-media-library.



Saturated buffer installation, from the ground and aerial view. These images and more are available in the SWCS Conservation Media Library. NRCS/SWCS photos by Lynn Betts.

The Conservation Practitioner Poll 2021 Summary Report can be found at www.swcs.org/PPP.

Blue Ribbon Panels on Advancing Conservation through Technology and Innovations

Through a partnership agreement with the USDA NRCS and Iowa USDA NRCS, SWCS facilitates, with support from the Meridian Institute, a technology identification, review, and evaluation panel to assist NRCS in technology adoption. SWCS convened panels of technology leaders from around the world to develop relationships and strategize how the latest tools, research, and innovations can advance conservation. Topics covered over the course of the year included edge of field practices, grazing, and forestry conservation. Results are shared with audiences at national, regional, and field office scales within the USDA NRCS.

Advancing Water Quality Practices through Resources, Training, and Outreach

SWCS continues to build on over a decade of successfully advancing water quality practices implemented at the edge of field. Implementation of edge of field practices, like wetlands, saturated buffers, and bioreactors, is complicated by several factors.

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 2,000 individuals and libraries worldwide. The JSWC is a multidisciplinary journal of natural resource conservation research, practice, policy, and perspectives. The two sections of the Journal are 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 provides access to all JSWC issues back to 1981. The JSWC's impact continues to increase, with the 2020 impact factor, released in 2021, of 3.180, a five-year impact factor of 3.892, and 5,299 total citations.

2021 Journal Awards

Best Research Paper for Impact and Quality

Finney et al. 2017. Living cover crops have immediate impacts on soil microbial community structure and function. JSWC 72(4):361-373.

Best Research Paper for Impact and Quality Honorable Mention

Teague et al. 2016. The role of ruminants in reducing agriculture's carbon footprint in North America. JSWC 71(2):156-164.

Editor's Choice

Sanderson et al. 2020. Cattle, conservation, and carbon in the western Great Plains. JSWC 75(1):5A-12A.

Editor's Choice Honorable Mention

Lal. 2020. Soil organic matter content and crop yield. JSWC 75(2):27A-32A.

Editor's Choice Honorable Mention

Moriasi et al. 2020. Quantifying the impacts of the Conservation Effects Assessment Project watershed assessments: The first fifteen years. JSWC 75(3):57A-74A.

JSWC Most-Read Articles

1. Myers and LaRose. 2022. Comparing cover crop use by horticultural and commodity producers. JSWC 77(1):12A-18A.
2. Prescott et al. 2021. Managing plant surplus carbon to generate soil organic matter in regenerative agriculture. JSWC 76(6):99A-104A.
3. Hoselton et al. 2021. Awareness of nutrient loss among Illinois corn farmers. JSWC 76(5):387-391.
4. Sawadgo et al. 2021. What drives landowners conservation decisions? Evidence from Iowa. JSWC 76(3):211-221.
5. Morris and Arbuckle. 2021. Conservation plans and soil and water conservation practice use: Evidence from Iowa. JSWC 76(5):457-471.



Washington, DC, Outreach Project

In February of 2022, SWCS CEO Clare Lindahl traveled to Washington, DC, for a three-month stay to elevate SWCS among national circles by taking the voices of conservation professionals to the desks of leaders and finding collaborations to advance issues members care about; translating SWCS priorities and member needs and ideas into advocacy and policy; forming connections with the chapters, members, and partners in the region and engaging new and diverse audiences in SWCS and conservation; and continuing to oversee SWCS and our staff.

During the Washington, DC, On-Location Outreach Project, Clare kept a packed schedule to engage with as many SWCS members and partners as possible. Accomplishments during her stay included the following:

- Met with 69 different related organizations and agencies and joined the Ag Conservation Coalition
- Advised leadership and took the voice of the SWCS member to the desks of leadership by utilizing member input from the recent SWCS organizational development survey and lessons learned through special projects
- Invigorated the local chapter by attending monthly board calls; partnering on monthly networking events, a cleanup, and a field day; and promoting the photo contest locally
- Documented her trip on Twitter [@Clare4soilnH2O](#) to publicly increase visibility of the SWCS CEO and SWCS organizational activities via social media
- Created monthly interactive CEO briefs from Washington, DC, for members with polls, links, and videos
- Hosted two staff and one board member in Washington, DC
- Crafted a plan for SWCS to increase its advocacy work in the future



Internship Program

Thanks to the [Association of Retired Conservation Service Employees](#) (ARCSE), SWCS has been able to continue our internship program for students to gain professional work experience, interact with national leaders in agriculture and natural resource conservation, and learn about the operations of an international nonprofit.

Our interns have enhanced the annual conference experience and other projects. We are giving back to these interns as well! As Jordyn stated in her exit letter, "My time with SWCS was influential both personally and professionally, and I am grateful for my time at SWCS. The lessons and skills I learned are priceless and will be applicable in my future endeavors."

Jordyn Rodriguez, of Mississippi, joined the SWCS staff virtually for the 2021 Student Leader Project Internship. Her focus during the internship was to develop a student session and assist in the operations and logistics of the 76th SWCS International Annual Conference as well as assisting ARCSE, the intern sponsor, on website and communication development.





Chapter Action

SWCS chapters provide opportunities for education, training, and networking at a local level. They provide a space where a diverse group of conservation-minded members meet to discuss and address the most pressing environmental challenges facing their particular landscapes and communities.

In early 2021, SWCS took part in an Organizational Development Project. A key finding of the project was the need for increased support for chapters. Based on survey results and project recommendations, SWCS hired the first **Chapter and Community Builder**, Renee Bouldin, to our staff in October 2021. Her role is to support chapters with tools to meet the local and national goals of the Society, while adding value to SWCS membership.

Here are a few examples of chapter activities from the past year:

The **Colorado Chapter**, in partnership with the Center for Snow and Avalanche Studies, hosted a series of virtual workshops titled “Coming Together to Fix a Broken Water Cycle: Dust, Snow, and Flow in the Headwaters of the Rio Grande and Colorado Rivers.” These workshops focused on the effects of dust on snow on the mountains of the Colorado Rockies. They began with a general discussion and then moved into breakout sessions where participants considered the issue in detail and focused on finding solutions. The series increased awareness from stakeholders and sparked valuable collaborations.

In June of 2021 the **South Dakota Chapter** organized an interactive rest stop for Ride Across South Dakota (RASDak), an annual bicycle tour. This year’s tour was dubbed “The Best Dam Tour,” following the Missouri River dams from north to south. More than 250 cyclists to learned about resource conservation through displays, a tabletop rainfall simulator, and conservation signs. Cyclists wrote postcards to loved ones back home that included conservation and agriculture facts. This stop brought together several community donations and a grant to assist the chapter in raising funds for their future program of events.



The **Virginia Chapter's** 2021 fall meeting, “Agriculture, Soil Health, and Water Quality through the Ages,” was held at Pamplin Historical Park and the National Museum of the Civil War Solider and featured a talk on “Civil War Era Agriculture and Soil Conservation.” This interdisciplinary event highlighted similarities between modern-day and 19th century environmental challenges, including loss of biodiversity, crop successes and failures, species extinction, pests, deforestation, soil erosion, flooding, and depletion of natural resources.

Awards and Honors

SWCS was pleased to showcase the [2021 award winners](#) during the virtual 76th SWCS International Annual Conference.

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.



2021 Recipient: Michael Kucera

The 2021 Hugh Hammond Bennett Award was presented to Michael Kucera, Nebraska, for his widely recognized major contributions to the conservation of natural resources. Professionally, Kucera has served in various capacities with the USDA Natural Resources Conservation Service (formerly the Soil Conservation Service) since 1981, rising the ranks to serve as the Nebraska State Resource Conservationist, and the Nebraska State Agronomist and State Water Quality Specialist. He is currently supporting national erosion prediction technology at the National Soil Survey Center as the National Erosion Database Steward.

Beyond his primary work duties, Kucera is recognized for his development of Soil Health Buckets as an educational tool to teach high school agricultural science students the importance of soil health and natural resource conservation. This effort earned him an Honorary State FFA Degree, the highest award a state FFA organization can bestow. He has been recognized for his role in international efforts to bring soil health and watershed planning education to Pakistan, as he was awarded the Abraham Lincoln Honor Award by the USDA Secretary of Agriculture. Through his tenure with USDA, Kucera has been the consummate professional whose career has wholeheartedly supported the goals and objectives of the Soil and Water Conservation Society. For these efforts, SWCS is proud to present Kucera with the Hugh Hammond Bennett Award.

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.

2021 Recipients:

Craig Derickson, Nebraska

Don Wysocki, Oregon

Lynn Betts, Iowa



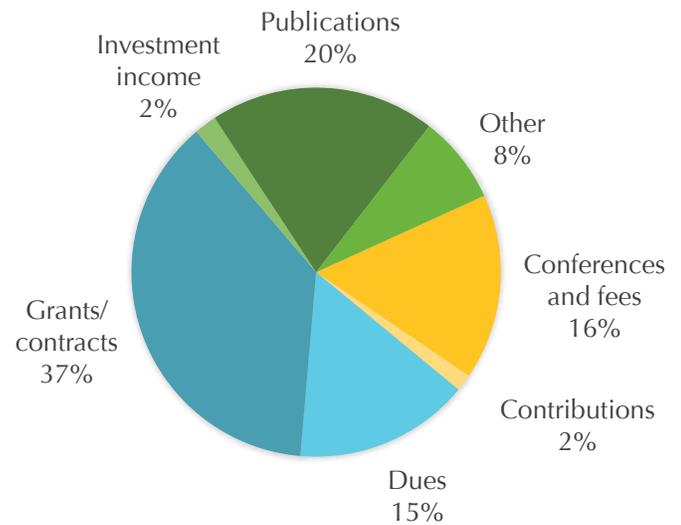
Congratulations to all the 2021 award winners!

Financial Summary

Income

	2021–2022*	2020–2021*
Conferences and fees	\$233,332	\$184,619
Contributions	\$21,247	\$23,709
Dues	\$220,139	\$222,330
Grants/contracts	\$535,224	\$572,986
Investment income	\$28,379	\$288,738
Publications	\$282,541	\$289,489
Other	\$110,246	\$18,565
TOTAL INCOME	\$1,431,108	\$1,600,436

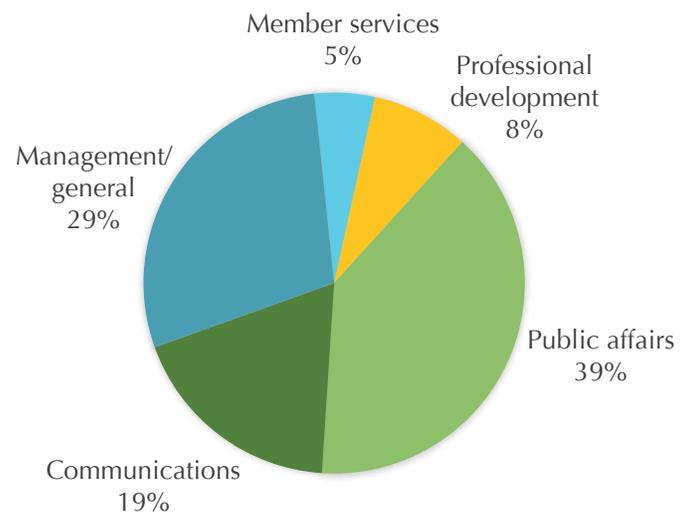
*For the annual period April 1 to March 31



Expenses

	2021–2022*	2020–2021*
Member services	\$65,048	\$57,716
Professional development	\$105,377	\$91,347
Public affairs	\$500,141	\$475,423
Communications	\$235,320	\$217,584
Management/general	\$366,735	\$403,236
TOTAL EXPENSES	\$1,272,621	\$1,245,306

*For the annual period April 1 to March 31



Net Assets

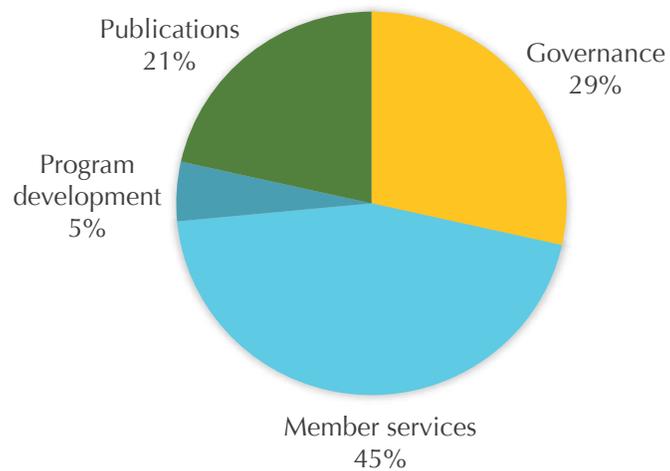
	2021–2022*	2020–2021*
Beginning of year	\$2,137,794	\$1,782,664
End of year	\$2,296,281	\$2,137,794
CHANGE IN NET ASSETS	\$158,487	\$355,130

*For the annual period April 1 to March 31

What Dues Supported

	2021–2022*
Governance	\$62,740
Member services	\$99,063
Program development	\$11,006
Publications	\$47,330
TOTAL	\$220,139

*For the annual period April 1 to March 31



Recognition of Contributions

SWCS is deeply grateful to all the people who have generously donated to the Society to support soil and water conservation. People who donate to SWCS through the Combined Federal Campaign (CFC 11797) may designate whether they want to donate anonymously. Those individuals who released their names are included here.

\$1,000+

Clark Gantzer
Gyles Randall

\$500 to \$1,000

Otto Doering
Jerry Hatfield
Thornton Hole
Rebecca Power
Charlie Schafer
Jeffrey Zinn

\$150 to \$499

James Ahrenholz
Daniel Kesselring
Little Blue NRD
Julius Mai
Raymond Mueller
William Reybold
Dale Threatt-Taylor
Jeremy Wilson

\$100 to \$149

Adrian Achtermann
Deborah Allan
Joshua Anderson
Stefanie Aschmann
James Barr
Jon Bartholic
Kenneth Cookson
Curtis Dell
Catherine DeLong
Leslie Everett
John Gilley
Jon Gotz
Ron Hendricks
Judy Hull
Krista Kirkham
Laura Langan

Donald McCool
Susan Meadows
Floyd Rathbun
Robert Sampson
Jon Scholl
Gary Steinhardt
Rachael Stovall
Edward Thomas
Paul Unger
Don Wysocki

\$50 to \$99

Claire Baffaut
Britt Bair
Harold Blume
M. Darrel Dominick
Ralph Gray
Milo Harpstead
Ronald Hensler
Peter Jacobs
Douglas Kleine
Harry Manges
Gene Matzat
Amanda McClees
Gerald Miller
Ronald Taskey
John Wiener

\$49 and under

John Akers
Michael Aurelia
David Baker
The Benevity Community
Impact Fund
Astor Boozer
Dennis Bunger
California Dairy Campaign
James Canterberry
Randy Davis

Joe Derry
Duane Drockelman
Lisa Duriancik
Rebecca Fletcher
Austin Funk
Margaret Gitau
Kelly Goward
Johnny and DeAnn
Hafner
James Hill
E. Leroy Holtsclaw
Jalal Jabro
Pamela Joesse
Zahangir Kabir
Kenneth Kaneshiro
John Kovar
Robert Kral
Brent Lawrence
Jill and John Lehrburger
Clare Liptak
Gordon Lyford
Robert McCallister
Laura McCann

Rachel Mehmel
Patrick Murphy
Timothy Murphy
Jaajj Nannaja
Matthew Nolan
Joe Otto
WG Petermann
Richard Porter
Lowell Richardson
Gerald Root
Cheryl Simmons
Moussa Siri
John Sloan
Mark Steffek
Mary Talbot Rabuano
Daniel Zinkand

Contributors

Chris Giovannoni
Roy Jemison
James Lake
Veronica Schadegg



Member Recognition

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 <http://www.swcs.org> to become a member today!

President's Club

Heidi Ackerman
James Ahrenholz
Bert Allen
Mark Anson
Donald Bartolina
Keith Berns
Angela Biggs
Ross Braun
Anthony Burns
Warren Busscher
Cecil Currin
Seth Dabney
Otto Doering
Rich Duesterhaus
Bob Eddleman
Thomas Esgate
Jon Field
Rebecca Fletcher
Ellen Gilinsky
Wendi Goldsmith
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Tom Hebert
Todd Higgins
Jessica Howe
Steve Kadas
Douglas Karlen
Bruce Knight
Keegan Kult
Tyrone Larson
Clare Lindahl
Rex Martin
Cathy McGuire
Susan Meadows
Melanie Oliver
John Piotti
Rebecca Power

Linda Prokopy
Becky Ross
Thomas Sauer
Cheryl Simmons
Gary Steinhardt
Stephen Thompson
Dale Threatt-Taylor
Robert Warner
Ray Weil
Jason Weller
Larry Wright
Don Wysocki
Jeff Zimprich
Jeffrey Zinn

Leaders

Michael Aide
Beth Baker
Bruce Barnhart
Erik Beardsley
Dave Beck
Brian Benham
Kent Bohnhoff
Carlos Bonilla
Astor Boozer
Jimmy Bramblett
Henry Brass
Hugh Brown
Lee Burras
Charleston SWCD
Steven Davied
Sanjit Deb
Curtis Dell
Lisa Duriancik
Scott Edwards
Robert Flynn
Robin Foulk
Jane Frankenberger
Dorcas Franklin

Norman Friedrich
Brian Gelder
Global Reach
Michael Gunn
Russell Hatz
Ronald Hensler
John Jackson
Sheldon Jones
Kenneth Kaneshiro
Jane Karinen
Mark Kieser
Matthew Kinane
Eileen Kladviko
James Klang
Robert Knight
Curtis Knueven
Susan Kozak
Steven Kroeger
William Kuenstler
Sakthi Kumaran
Virginia Laszewski
Brent Lawrence
Pat Leavenworth
Chris Lee
Gene Matzat
Richard McLaughlin
Stephen Merrill
Maysoon Mikha
Paul Miller
Raymond Mueller
Stephanie Murphy
Louis Nagy
Renaë Nicholson
Earl Norton
Todd O'Boyle
Larry Oldham
Austin Omer
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Richard Strait
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Albert Tinsley
Scott Wagner
Thomas Wall
Keith Walters
Stephen Wilson
Lloyd Wright
Sarah Young
Demetrio Zourarakis

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Gold

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Silver

[The Fertilizer Institute](#)

Bronze

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Soil and Water Conservation Society
945 SW Ankeny Road
Ankeny, IA 50023

515-289-2331
www.swcs.org

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