



California-Nevada Chapter SWCS

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MINUTES OF THE EXECUTIVE COUNCIL TELECONFERENCE/MEETING September 14, 2011

A teleconference/meeting of the Executive Council of the California-Nevada Chapter of the Soil and Water Conservation Society was called to order by President Bill Daily at 10:05 a.m. on Wednesday, September 14, 2011. The following Executive Council Members were present: President, Bill Daily; President-Elect, Tibor Horvath, Treasurer, Tom Esgate; Secretary, Rebecca Hale, Past-President, Andrea Casey (present until 11:10AM), Directors Ladi Asgill, and Wendy Rash. Also present was Walt Bunter (Communications). A quorum was present. Dewayne Johnson, Professional Development Director for SWCS, and the local national staff person for the Annual International Conferences joined us from 10:30 - 11:05 AM.

Esgate made the Motion and Horvath seconded to approve the Minutes from the August 10, 2011 teleconference. All approved, none opposed. The Motion was passed.

Treasurer's Report

The Treasurer's Report was submitted by Treasurer Esgate prior to the teleconference via email. Horvath made the Motion and Casey seconded to approve the Treasurer's Report. All approved, none opposed. The Motion was passed.

Total cash in Everbank account approximately \$26,000.00.

Committee Reports

Fall Conference - Tibor

Tibor has engaged several prominent stakeholders and received commitments for the October 4th Tri-County Dairy Conference, in Madera, CA. The focus will be managing nutrient-load, especially nitrogen from wastewater, at Dairy Farms across the California Valley. *ARS / USDA recently published an article on this very topic, however California / Nevada did not appear to be involved in the study:*

[<http://www.ars.usda.gov/is/pr/2011/110913.htm> By [Dennis O'Brien](#) September 13, 2011 A [U.S. Department of Agriculture \(USDA\)](#) soil scientist in Colorado is helping farmers grow crops with less nitrogen-based fertilizer.]

Cost of the conference is free to participants and includes a catered lunch. There are county and grant funds to cover this professional development, education, and research. Our Chapter is partnering closely on this event with NRCS.

The CANV Chapter Executive Council approved the Motion to reimburse Rebecca's expenses to attend the Oct. 4th 'Tri-County Dairy Conference. In exchange for the time she will take notes, assemble notes from other contributors with permission, take pictures, receive and file pictures from others with permission, after permission post the content to a dedicated website which can link to the Chapter website. (Landscape-4-Learning). The goal is to help expand 'education and outreach' of conference,

increase distribution and visibility on web for content, provide exposure for related business and government agencies who may choose to sponsor the site. This will be considered a "pilot". We hope the website will provide sufficient depth and reach to attract regular sponsors. We will review progress on the next call. Traffic to the website will be measurable in terms of unique visitors, page clicks, etc.

Annual Spring Conference (ASC) - group

The 'break-out' committee (Ladi, Bill, Tibor, Michael, Tom) will teleconference next week [Wed. 21st 10AM] and start to finalize location and topic.

Communications - Walt

"Runoff" will publish October 1st. Please have the President's message and any other submissions in to Walt by September 20th. Ladi will submit the recent SWCS Climate Change statement.

Scholarship Committee - Tina

Walt states that Tina has submitted content about the Chapter Annual Student Scholarship and he will pass it on to the webmaster, for posting to the site.

Chapter Officer Elections - Andrea

Tabled.

Old Business

Cal-Poly Student Representative?

None. Tabled.

Update regarding logo'ed apparel

The company in Davis that does our t-shirts can do caps, however the existing logo / design does not fit. We had email correspondence on this topic : Dewayne suggests we check out the option National provides for merchandise with logo and can help with design, however advises the costs are more retail than wholesale because they can work with small quantities. However Tibor suggests that we should commit to a quantity of at least 150 if we want to consider it "marketing / outreach" - logo'ed apparel is a good way to raise awareness of the group. This topic was tabled until further notice, due to time constraints on the call.

68th Annual SWCS International Conference Reno, NV July 21-24

Dewayne provided us with information over email (15 page slideshow /.PDF "Local Arrangements Committee Q & A") and also spent time on the call with us (10:30 - 11:05). He will be in Reno for a site-visit in approximately one year. Our main responsibilities as a Chapter were discussed. Most important 'volunteer' positions are: 1) Local Arrangements Committee Chairperson; 2) Volunteer Coordinator; 3) AV Coordinator; 4) Silent Auction Coordinator. We note that some 'volunteers' may receive permission from their regular jobs to perform these tasks however still be recognized by SWCS as a volunteer. A volunteer donating a minimum of 6 hours of work will receive a 50% discount on Conference Registration. Additionally, our Chapter will be responsible for suggesting Site Tours that will take place during the conference. Anyone wishing to present an idea for a tour is invited to email Bill Daily (use his personal email). Bill will pass the suggestions on to Dewayne at HQ. National SWCS suggests we recruit 30-40 'volunteers' to help with the event in Reno. We are encouraged to have tabling materials about the Reno conference ready to present at the 2012 Annual International Conference in Fort Worth. We should talk to Reno -Sparks Convention and Visitor's Authority (RSCVA) because they have a lot of print collateral material available.

In order to break-even HQ suggests we need approximately 450 paid registrations. Once expenses are met (\$25,000 net) they will split remaining revenue with the Chapter, 85% - 15% with 15% going to the Chapter. The Chapter will also retain all proceeds stemming from the Silent Auction. National will work closely with the Peppermill Hotel in Reno on issues such as A/V equipment. National will determine the theme, the logo, the plenary workshops, and help with sponsorships. The Chapter may continue to fundraise as long as no conflict-of-interests are perceived. The Chapter will raise funds to ensure enough Council Members may attend the Ft. Worth Conference. Dewayne states it is important for Chapter members who will be hosting the following year to attend and "shadow" their counterparts in other Chapters, because that helps people learn their jobs.

New Business

Tom requests the call-in number and passcode for the conference calls be included in the body of the reminder-emails.

Wendy made the Motion and Ladi approved Rebecca's proposal in connection with the Fall Technical Tour: Rebecca will be reimbursed expenses up to \$600.00 to attend the Tri-County Dairy Conference, in Madera, CA. In exchange for the time she will post content relating to the event on a dedicated website, Landscape-4-Learning.

Annual Conference Dates to Remember:

July 22 - 25 2012 Fort Worth, Texas

July 21 - 24 2013 Reno, Nevada

July 27 - 30 2014 Chicago, Illinois

The meeting was adjourned at 11:25AM. The next meeting of the Executive Council, with Committee Chairs and interested members encouraged to participate, is scheduled for Wednesday, October 12th, 2011th at 10 am. Any member with an item of New Business to be included on the agenda is requested to submit it to the Chapter President prior to the meeting.

s/REBECCA HALE, SECRETARY

s/ BILL DAILY, PRESIDENT