

AGENDA NOVEMBER 17-18, 2020 12:30-4:30 p.m. VIRTUAL



LEADERSHIP FOR MIDWESTERN WATERSHEDS

*A network for knowledge exchange
among agricultural watershed
management professionals.*

Effective Communication in Changing Times

TUESDAY, NOV 17

Welcome / LMW Survey Results

Craig Ficenc, Program Director,
Sand County Foundation
12:30 p.m.

Meet & Greet*

Attendee self introductions via break out groups
12:45 p.m.

Partnership Opportunities with the USDA

Bill Northey, Under Secretary for Farm Production and
Conservation, U.S. Department of Agriculture
1:00 – 1:30 p.m.

Communicating Conservation to Middle Adopters

Joe Bragger, President, Wisconsin Farm Bureau Federation
1:30 – 2:00 p.m.

BREAK

2:00-2:15 p.m.

Communicating Conservation to Middle Adopters

Small Group Facilitated Discussion*
2:15-2:30 p.m.

The Private Sector's role in Promoting Conservation

2:30 to 3:30 p.m.
Keith Berns, Co-Owner & Sales Manager, Green Cover Seed
Mitchell Hora, Founder/CEO, Continuum Ag
David Meyer, R&D Laureate - Predictive Ag, Corteva
Agrisciences

Panel discussion with Q&A

BREAK

3:30-3:45 p.m.

The Private Sector's role in Promoting Conservation

Small Group Facilitated Discussion*
3:45-4:00 p.m.

HUC Talks

4:00-4:30 p.m.

WEDNESDAY, NOV 18

Welcome

Craig Ficenc, Program Director, Sand County Foundation
12:30 p.m.

Delivering Virtual Field Days

12:35 to 1:10 p.m.
Sarah Fronczak, Environmental Management Educator,
Michigan State University Extension
Maggie Norton, Farmer Outreach Coordinator,
Practical Farmers of Iowa

Using Social Media Effectively

Jessie Brown, Social Media Specialist, Iowa Department of
Natural Resources
1:10 p.m.

Digital Outreach Strategies

Small Group Facilitated Discussion*
1:25-1:45 p.m.

BREAK

1:45-2:00 p.m.

Comparing Tools to Quantify Water Quality, Climate, Social, and Economic Outcomes

Michelle Perez, Water Initiative Director,
American Farmland Trust
2:00-2:20 p.m.

Recommendations for Quantification Tools

Small Group Facilitated Discussion*
2:20-2:45 p.m.

Concurrent sessions (choose one):

Engaging Stakeholders with the Agricultural Conservation Planning Framework (ACPF) Watershed Planning tool (concurrent session)

2:45 to 3:15 p.m.
Ann Marcelle Lewandowski, Senior Research and Extension
Coordinator, University of Minnesota Extension
TJ Lynn and Sean McCoy, Iowa Department of Agricultural and
Land Stewardship

Estimating Programmatic Water Quality and Climate Outcomes in Illinois (concurrent session)

Emily Bruner, Midwest Science Director, American Farmland
Trust
2:45-3:15 p.m.

BREAK

3:15-3:30 p.m.

Updates on the Gulf Hypoxia Task Force and EPA 319 Program

Katie Flahive and Max Potthoff, Nonpoint Source Management
Branch, U.S. Environmental Protection Agency
3:30-4:00 p.m.

Extending the Impact of Local Leadership Beyond Watershed Boundaries

Nathan Hylla, Project Management Supervisor, Stearns County
Soil and Water Conservation District
4:00-4:30 p.m.

* For these sessions, please have your camera and mic ON
and be ready to join a discussion!

For all other sessions, please MUTE and turn cameras OFF.
Questions can be entered in chat to be reviewed by
the moderator.

