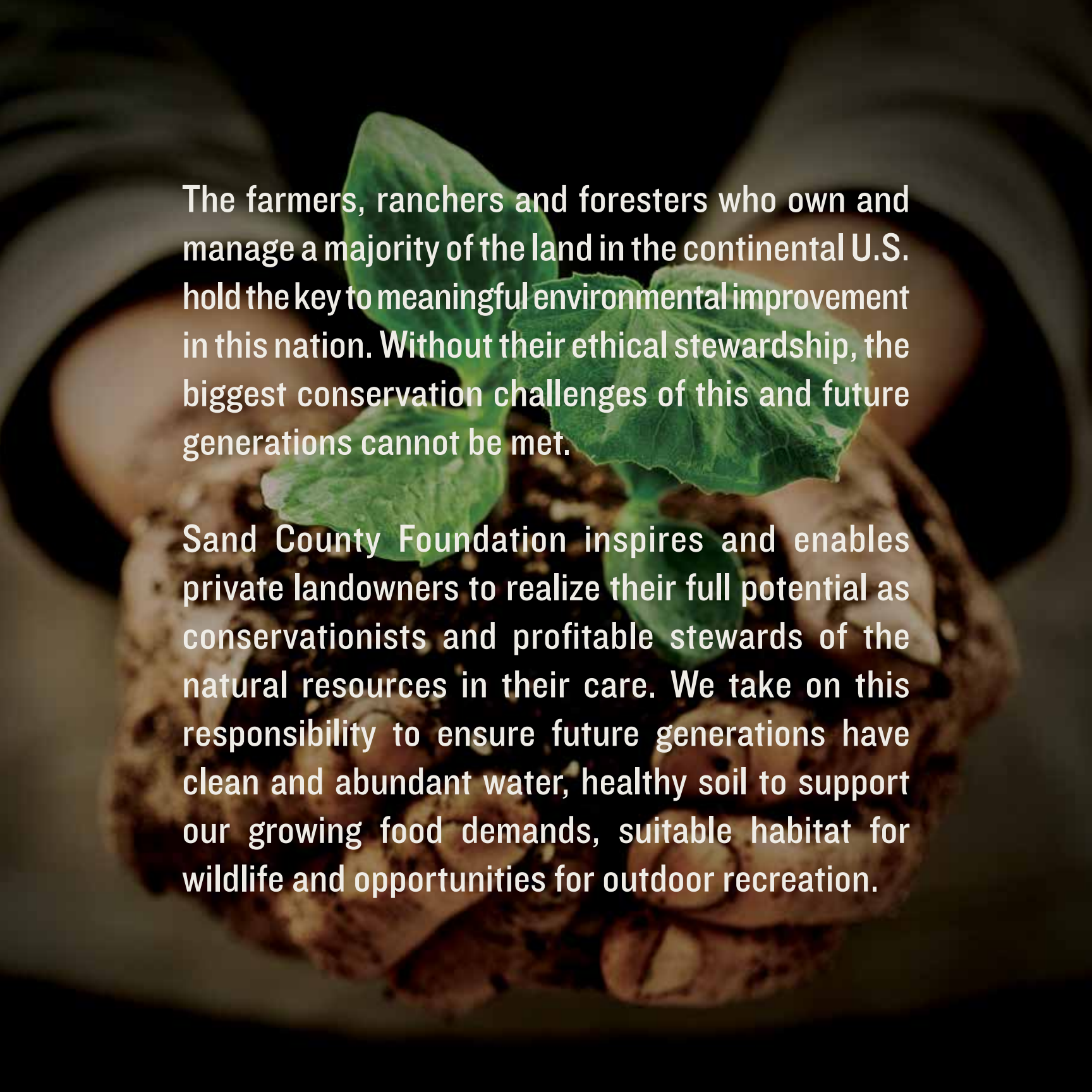




**Innovations on the Land:**  
**Managing for Change**  
Pacific Grove • California



A close-up photograph of a small, vibrant green seedling with several leaves growing out of a pot of dark, rich soil. The background is softly blurred, showing more of the pot and some other plants, creating a sense of a thriving garden or farm. The overall tone is natural and hopeful, emphasizing the theme of environmental stewardship and growth.

The farmers, ranchers and foresters who own and manage a majority of the land in the continental U.S. hold the key to meaningful environmental improvement in this nation. Without their ethical stewardship, the biggest conservation challenges of this and future generations cannot be met.

Sand County Foundation inspires and enables private landowners to realize their full potential as conservationists and profitable stewards of the natural resources in their care. We take on this responsibility to ensure future generations have clean and abundant water, healthy soil to support our growing food demands, suitable habitat for wildlife and opportunities for outdoor recreation.

# Sand County Foundation welcomes you to our 2016 Innovations on the Land Symposium!

Thanks to the sponsors, speakers, participants, and those who helped to create and shape this event.

This is an opportunity, created quite intentionally and with input from many participants, to more effectively exercise, train and use our “voices” as private landowners and invested partners who are facing the necessity of adapting and responding to changes. Our aim is to keep people who care about the land on the land, and have a Leopold land ethic in our hearts. We cannot, as Leopold wrote, “improve the health of the land community” if we are not on the land. Responsible agricultural production can do just that, as well as provide essential food and fiber.

I know personally from years as a landowner invested in working landscapes, and from experiences in several agricultural and conservation groups, that effective communication is a challenge. Within our circles we speak and write to each other. But to advance solutions to issues of concern, including the lack of recognition of private landowners’ role on the American landscape, we must speak to a broader audience.

Our fellow citizens – who are mostly urban and suburban dwellers – need and deserve to have a better, objective understanding of where many of their natural resources come from and how they can be even better cared for. We aspire to leave our land better than we found it. And that widespread commitment is worth sharing across the whole country.

How to grow awareness and understanding of changes affecting our working lands owners and managers is at the heart of the symposium’s purpose. Speaking more capably both inward and outward is not sufficient, however. This gathering is designed to support consideration of how, when, and for what purpose we communicate about the concerns, adaptations, and responses we have as we face changes.

I encourage you to invest yourself in our sessions, to brush up your understanding of issues, learn a lot, get better acquainted with others here for the same purpose and have fun.



A handwritten signature in black ink that reads "Lyne Sherrod".

– Sand County Foundation Chairman

# Monday, August 8

**7:30 TO 9:30 PM • Welcome reception at the Monterey Bay Aquarium  
Busses depart Social Hall at 7:10 PM**

# Tuesday, August 9

**7:30 TO 8 AM • Breakfast on your own  
Crocker Dining Hall**

**8 AM • Welcome Remarks – Chapel**

Secretary Karen Ross, *California Department of Food and Agriculture*

## Morning Panel Discussions

**8:30 TO 9:50 AM • Market demand for sustainably-produced food and its impact on conservation.**

Jim Rickert, *Prather Ranch, Leopold Conservation Award recipient*

Tara Duggan, *San Francisco Chronicle*

Leann Saunders, *Where Food Comes From*

Anthony Myint, *Chef and Restaurateur – The Perennial*

**Break**

**10:10 TO 11:30 AM • Water and wildlife conservation in response to changing ecosystem service markets.**

Terry Fankhauser, *Colorado Cattlemen*

Brent Fewell, *The Earth & Water Group*

Jessica Fox, *Electric Power Research Institute*

**NOON TO 1 PM • Lunch and speakers • Seascape**

Carlos Suarez, *NRCS California's State Conservationist*

Wayne Honeycutt Ph.D., *Soil Health Institute*

## Afternoon Panel Discussions

**1:30 TO 2:50 PM Advancing a land ethic in an era of changing land ownership and management patterns.**

Rob Hurlbut, *Agriculture Capital Management*

Bill Sproul, *Sproul Ranch, Leopold Conservation Award recipient*

Stan Temple Ph.D., *University of Wisconsin–Madison*

Randy Barker, *FarmLink*

**Break**

**3:10 TO 4:30 PM Accelerating voluntary conservation to adapt to and mitigate for climate change.**

Dave Muth Ph.D., *AgSolver*

Jerry Hatfield Ph.D., *USDA Agricultural Research Service*

Richard Teague Ph.D., *Texas AgriLife Research*

Wendell Gilgert, *Point Blue Conservation Science*

**Break**

**5:30 PM Networking and cocktails – Seascape**

**6:30 PM Dinner and speakers – Seascape**

Reed Coleman, *Sand County Foundation Founder and Chairman Emeritus*

Peter Byck, *Carbon Nation director and producer, Arizona State University*

Featuring a screening of his new short film: *One Hundred Thousand*

*Beating Hearts*

# Wednesday, August 10

## Morning Sessions

**7:30 TO 8 AM • Breakfast on your own  
Crocker Dining Hall**

**8 TO 11:30 AM • Spokesperson training session – Chapel**

Led by communications coach Teri Goudie, *Goudie Media Services*

**8:30 TO 11:30 AM • Conservation policy session – Heather**

Facilitated by Nancy DeLong, *Sand County Foundation Director* with

policy briefing from *Western Governors' Association Executive Director*

Jim Ogsbury and *Strategic Conservation Solutions Founder* Bruce

Knight. Presented in partnership with *Partners for Conservation*

**11:45 PM • Afternoon field trip • Box lunch pickup – Chapel  
Board busses – Social Hall • Depart at Noon**

Farm and ecosystem tour with site visits in Monterey County/

Salinas Valley. Presented in partnership with The Nature

Conservancy

**4 PM • Return to Asilomar Conference Grounds**

**Luggage pick-up • Curlew**

Use #IOTL2016 on all your social posts.



## Opening Speaker

**Karen Ross** was appointed Secretary of the California Department of Food and Agriculture on January 12, 2011, by Governor Edmund G. Brown Jr. Secretary Ross has deep leadership experience in agricultural issues nationally, internationally, and here in California. Prior to joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Prior to that appointment, she served as President of the California Association of Winegrape Growers from 1996-2009, and as Vice-President of the Agricultural Council of California from 1989-1996. Before moving to California, Secretary Ross served as Director of Government Relations for the Nebraska Rural Electric Association and as Field Representative for U.S. Senator Edward Zorinsky.

Secretary Ross is passionate about fostering the reconnection of consumers to the land and the people who produce their food, and to improving the access of all California citizens to healthy, nutritious California-grown agricultural products, celebrated for their diversity and abundance in serving local, national and global markets.

Secretary Ross grew up as a 4-H kid on a farm in western Nebraska. She and her husband, Barry, own 800 acres of the family farm where her younger brother, a fourth-generation farmer, grows dryland wheat, feed grains and cattle. The Secretary has a Bachelor of Arts degree from the University of Nebraska-Lincoln and is a graduate of the Nebraska Ag Leadership Program.





## Market demand for sustainably-produced food and its impact on conservation.

**James Rickert** has been the co-owner of Western Agricultural Services since 1981, with his wife Mary. The Rickerts are the managing partners of the Prather Ranch in northern California. Jim is a member of the American Society of Farm Managers and Rural Appraisers (ASFMRA). He is an Accredited Farm Manager (AFM) and Accredited Rural Appraiser (ARA). Jim graduated from California Polytechnic State University with a degree in Agricultural Business and received a Masters Degree from Purdue University in Agricultural Economics.



The Prather Ranch, managed by the Rickerts, was awarded the Commercial Producer of the Year Award in 2005 by the Beef Improvement Federation. The ranch was also recognized by the National Cattlemen's Beef Association with the Environmental Stewardship Award/Region VI and the State of California's Governor's Award for Environmental and Economic Leadership in 2005 and again in 2015. Prather Ranch was awarded the Leopold Conservation Award for California in 2015. Prather Ranch specializes in a vertically integrated natural beef production operation with a cow/calf herd, feed yard and a USDA, Federally inspected slaughterhouse. The ranch markets a popular branded beef product and supplies bovine raw materials for bio-medical device companies.

**Tara Duggan** is a James Beard Award-winning journalist and cookbook author. A staff food writer at The San Francisco Chronicle, Tara has published work in Food&Wine, the New York Times, Sunset, the Chicago Tribune, Yoga Journal and other publications. Trained as a chef at San Francisco's California Culinary Academy, Tara has written several cookbooks, including Root to Stalk Cooking: The Art of Using the Whole Vegetable (Ten Speed Press, 2013) and The Blue Bottle Craft of Coffee (Ten Speed Press, 2012).



**Leann Saunders** is the Co-Founder, President and COO of Where Food Comes From, Inc., the leading agricultural and food verification and certification company in North America. Where Food Comes From, Inc. and its subsidiaries (IMI Global, International Certification Services, Sterling Solutions and Validus Verification Services) offer programs and services allowing tens of thousands of food producers across all types of commodities to meet specific market needs, including public standards, private brand initiatives and international trade requirements.

At PM Beef Holdings, she developed the first-ever USDA Process Verified program for beef in the U.S. Leann also worked for McDonald's Corporation and Hudson Foods Corporation.

Leann sits on the Board of Directors for the International Stockmen's Education Foundation, and was the 2014-2015 Chair of the United States Meat Export Federation. She remains involved with her family's ranching and stocker operations and is part-owner of the Mayfield Ranches near Playas, New Mexico. [www.wherefoodcomesfrom.com](http://www.wherefoodcomesfrom.com).



**Anthony Myint** is a restaurateur and chef. He is a co-founder of The Perennial, a San Francisco restaurant and bar focused on environmental sustainability, which has been lauded as a Best New Restaurant in America by GQ. Anthony is also a co-founder of Mission Chinese Food and Commonwealth restaurants, and of the non-profit Zero Foodprint, which helps restaurants engage with climate change.

## Water and wildlife conservation in response to changing ecosystem service markets.

**Terry Fankhauser** was named Executive Vice President of the Colorado Cattlemen's Association in October of 2001. He also serves as a board member and executive director of Partners for Western Conservation. The organization, founded by CCA, seeks to implement market-based conservation and ecosystems services to benefit wildlife, the environment, landowners, and the regulated community.

A native Kansan, Fankhauser grew up on a cow-calf operation in the Flint Hills. Fankhauser and his wife Hidi, are actively involved in the fifth generation business.

Founded in 1867, CCA is the nation's oldest state cattlemen's association. CCA serves its members by speaking out on behalf of Colorado's more than 12,000 beef producers. CCA works closely with state and national legislators, agencies, media and consumers to promote the beef industry.

**Brent Fewell** is the Founder and Chairman of Earth & Water Group. Prior to Earth & Water, Brent was a partner in the environmental section of Troutman Sanders in the firm's DC office. Brent was a Senior Vice President for Environmental Health and Safety at United Water, where he oversaw day-to-day regulatory compliance of the company's water and wastewater operations. Brent works closely with water providers under public private partnerships to meet the growing needs and demands of local communities. Prior to his time in private industry, he served as the Principal Deputy Assistant Administrator for the Office of Water at the U.S. EPA, with responsibilities for overseeing the development and implementation of policies and regulations affecting the nation's drinking water and clean water programs. He also served as the Acting Associate Administrator for EPA's Office of Congressional and Intergovernmental relations where he helped to manage critical relationships between the Agency and federal, state and local governments. Brent serves on numerous boards, including Wine to Water and the Alliance for the Chesapeake Bay.

**Jessica Fox** is a Senior Program Manager at the Electric Power Research Institute (EPRI), where she manages EPRI's \$15M Water & Ecosystem research area. She is an expert in environmental markets, ecosystem services, and corporate sustainability. Ms. Fox created the EPRI Ohio River Basin Water Quality Trading Project, which is the world's first interstate trading program for nutrients (<http://wqt.epri.com>) and won the United States Water Prize in 2015. Her projects on ecosystem services focus on creating a business case in day-to-day corporate decision making, including using models, cost-benefit considerations, and executive perspectives. Ms. Fox led EPRI's Energy Sustainability Interest Group to become the largest collaborative forum in the industry to strategically advance critical issues related to the sustainable generation and distribution of electricity, leading to consensus by 45 utilities on metrics they would be able and willing to use to benchmark their companies' sustainability performance, a first for the electric power industry. ([www.epri.com/sustainability](http://www.epri.com/sustainability)). She is conceiver and editor of the book, Sustainable Electricity: Case Studies from Electric Power Companies in North America (May 2016). Ms. Fox also manages EPRI's internal corporate social responsibility program under EPRI's Chief Sustainability Officer and CEO, with oversight from EPRI's Board of Directors.







## Lunch Speakers

**Carlos Suarez** became NRCS California's 11th State Conservationist in January 2013. Mr. Suarez began his career with NRCS in October 1992 as a student trainee in Puerto Rico. Mr. Suarez has extensive experience serving in a number of technical and leadership positions, domestically and internationally, including serving as the State Conservationist in Florida, Deputy State Conservationist in Nebraska and California, Assistant State Conservationist for Field Operations in Wisconsin, and Watershed Advisor for the U.S. Embassy and U.S. Agency for International Development in Nicaragua. Mr. Suarez has been a member of numerous national-level teams and has served on multiple occasions as an international environmental consultant to the U.S. Agency for International Development and The Millennium Challenge Corporation. In 2009, Mr. Suarez served as Acting Deputy Country Director for the U.S. Agency for International Development at the U. S. Embassy in Mexico. A native of San Juan, Puerto Rico, Mr. Suarez holds a Bachelor of Science degree in Agricultural Mechanization (Engineering) Technology from the University of Puerto Rico-Mayaguez, a Master of Science degree in Geoenvironmental Studies from Shippensburg University of Pennsylvania and a Graduate Certificate in Public Policy and Leadership from American University in Washington, D.C.

**Dr. Wayne Honeycutt** is the President and CEO of the Soil Health Institute, where he leads the Institute's programs to safeguard and enhance the vitality and productivity of soils. He previously served for 5 years as the Deputy Chief for Science and Technology with USDA-NRCS in Washington, DC, where he led programs in technology acquisition, development, and transfer to ensure NRCS conservation practices reflect the latest scientific advances for conserving our nation's soil, water, air, plant, animal, and energy resources. He served as a Research Soil Scientist for 14 years and a Research Leader for 10 years with the USDA-ARS New England Plant, Soil, and Water Laboratory, where he led and conducted interdisciplinary research on carbon, nitrogen, and phosphorus cycling and sustainable cropping systems development. In those roles he led national research teams for predicting nutrient availability, developed procedures adopted by ARS for enhancing national research coordination, and received regional and national awards for technology transfer.

Wayne's commitment to agriculture is rooted in his experiences with raising tobacco, corn, and other crops on his family's 120-acre farm in Metcalfe County, Kentucky. He holds a Bachelor's degree in Forestry and Master's degree in Soil Science from the University of Kentucky, and a Ph.D. in Soil Genesis from Colorado State University.



## Advancing a land ethic in an era of changing land ownership and management patterns.

**Rob Hurlbut** is a Principal at Agriculture Capital Management where he leads ACM's sustainable agriculture strategies. Rob's 30 years of experience in food and agricultural has been distinguished by his ability to build value through the development of transparent supply chains that deliver a clear consumer promise. At ACM, Rob is leveraging his perspective to create customer driven, appropriately scaled, vertically integrated, and sustainable food systems to deliver consistent returns for investors, the environment and the communities in which ACM operates. As CEO of Niman Ranch, Rob created the industry's leading premium meat brand by constructing a network of over 500 sustainable farmers who, under common quality and husbandry protocols, supplied the nation's finest restaurants and retailers with extraordinary pork, beef and lamb. In 2006 Rob founded Attune Foods, nurtured a consumer need into a thriving business that was acquired by Post Foods in 2012 to become its strategic platform in the rapidly growing natural and organic food segment.

**Bill Sproul** and his wife are owner-operators of the Sproul Ranch, located on the southern end of the Flint Hills near the Oklahoma border. They manage a custom grazing service which incorporates Intensive Early Stocking on native bluestem grass as well as full season cow/calf grazing. Bill is a current Board member of Partners for Conservation. His past positions have included Chair of the Ranchland Trust of Kansas, Chair of the Tallgrass Legacy Alliance, Chair of Kansas Grazinglands Coalition and past board member of Partnerships of Rangeland Trust. The Sprouls have received numerous awards and recognitions for their conservation practices, including the Leopold Conservation Award 2015 for Kansas and the National Cattlemen's Beef Association Environmental Stewardship Award for Region VII.

**Stan Temple Ph.D.**, is the Beers-Bascom Professor in Conservation (emeritus) in the Department of Wildlife Ecology and past Chairman of the Conservation Biology and Sustainable Development Program in the Gaylord Nelson Institute for Environmental Studies at the University of Wisconsin. He has worked on international conservation problems, and has helped save several rare endangered species. Dr. Temple has received the highest honors bestowed by The Society for Conservation Biology and The Wisconsin Society for Ornithology; he is a Fellow of The American Ornithologists' Union, The Explorer's Club, the New York Zoological Society, and the American Association for the Advancement of Science. Dr. Temple has been Chairman of the Wisconsin Chapter of The Nature Conservancy, and President of The Society for Conservation Biology. He has served on editorial boards or as editor of several wildlife publications, including Bird Conservation, which he founded. Dr. Temple's career in conservation and ecology has been characterized by interdisciplinary approaches to solving environmental problems and energetic contributions to the conservation movement both locally and globally.

**Randy Barker** serves as a Managing Director of Business Development, helping guide FarmLink's innovation of new tools for farmers and their advisors to dramatically increase productivity and profitability of each acre. Drawing on his extensive background in agricultural business and technology, Randy's expertise and creativity have been instrumental in identifying new opportunities to bring data analytics and technology to public and private organizations across the food system.

Prior to joining FarmLink in 2014, Randy spent nearly 10 years at Monsanto where he served as Global Customer Experience Lead, creating and leading the company's global platforms for Roundup Ready PLUS® Weed Management and Acceleron® Seed Treatment. He previously served as Seed and Traits Business Manager and Vice President of Chemistry for Monsanto Canada. Randy also worked as Business Director for Agricore United, an ag-input retailer. Randy holds a Bachelor's degree in Agricultural Economics from Lethbridge University and an MBA from the University of Guelph.





## Accelerating voluntary conservation to adapt to and mitigate for climate change.

**Dr. David Muth** is a co-founder and Senior Vice President at AgSolver Inc. located in Ames, Iowa. He and his partners at AgSolver are developing decision services for agronomic applications. David grew up on a family farm in North Central Iowa. He attended Luther College in Decorah, Iowa, receiving a degree in physics and minor in mathematics. He received his Ph.D. in Mechanical Engineering from Iowa State University. Prior to joining AgSolver, David led a research team at Idaho National Laboratory working on bioenergy feedstock production and logistics analysis. At AgSolver David is using their advanced data management and environmental process modeling technology to develop a suite of precision agriculture analysis and data services. David is focused on developing AgSolver's Precision Business Planning approach to land management.



**Dr. Jerry L. Hatfield** is the Laboratory Director of the USDA-ARS National Laboratory for Agriculture and the Environment Director of the Midwest Climate Hub in Ames, Iowa, and co-PI on the Agriculture Model Improvement and Intercomparison Project. His personal research focuses on quantifying the interactions among the components of the soil-plant-atmosphere system to quantify resilience of cropping systems to climate change and development of techniques to enhance decision-making for agriculture.

He leads the agriculture sector for the National Climate Assessment, a member of the IPCC process that received the 2007 Nobel Peace Prize, and lead on the agriculture indicators of climate change for the USGCRP. He is a Fellow of the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America and Past-President of the American Society of Agronomy and member of the American Meteorological Society, American Geophysical Union and Soil and Water Conservation Society. He is the recipient of numerous awards and was elected to the ARS Hall of Fame in 2014 for his research on improving agriculture and environmental quality. He is the author or co-author of 425 refereed publications and the editor of 16 monographs.



**Richard Teague** is a research ecologist with the Texas A&M University System. He uses a systems approach in his research by working with leading conservation ranchers who are able to regenerate ecosystem function and improve their livelihoods. His aim is to determine the extent that livestock producers can use different grazing management strategies to mitigate and adapt to alternative climate change scenarios by regenerating the key ecosystem services of carbon sequestration, soil fertility and stability, water quality, net primary and secondary production, biodiversity, and the economic viability of working ranches.

**Wendell Gilgert** was born and raised in Northern California on a fourth generation family farm in eastern San Joaquin County. Heavily influenced by Aldo Leopold's A Sand County Almanac, he began his career with the USDA Soil Conservation Service (now Natural Resources Conservation Service) in 1977 as a Soil Scientist. He worked as Soil Scientist, Field Office Conservationist, District Conservationist, and Area Conservationist in Northwestern Nevada and Northern California. He also served as Wildlife Biologist for the NRCS Wildlife Habitat Management Institute at Colorado State University and as NRCS California State Biologist. For the final seven years of his NRCS career he served as the West Region Wildlife Biologist in Portland, Oregon and NRCS National Wildlife Biologist in Washington D.C.



After a 34-year career with NRCS, he joined Point Blue Conservation Science to direct their Working Landscapes Program which is an effort to place, train, and manage partner biologists to help deliver USDA Farm Bill Programs on private land and cultivate Leopoldian Land Stewards through their Rangeland Watershed Initiative. Wendell has written and co-authored numerous publications on management and restoration of western working farm and ranch lands to benefit a wide range of fish and wildlife.



## Dinner Speakers

**Reed Coleman** is the founder of Sand County Foundation and serves as chairman emeritus of the board. A notable early achievement of the foundation was to secure voluntary private landowner agreements that kept development away from Aldo Leopold's shack property for decades. Further, he embedded a land ethic, good science and meaningful incentives in all foundation work. He was Chairman/CEO of Madison-Kipp Corporation, a manufacturer of precision components and assemblies for the durable goods market. In addition to Sand County Foundation, Mr. Coleman has volunteered his services for numerous community and civic organizations, including Beloit College, the United Way of Dane County, and the National Commission on Philanthropy and Civic Renewal. Originally from Madison, Wisconsin, he graduated from Northwestern University in 1955 and went on to serve in the United States Air Force.

**Peter Byck** is the director, producer and writer of carbon nation and is faculty at Arizona State University, in both the School of Sustainability and the Cronkite School of Journalism. Byck is now focusing on soil health – in both a new film, Soil Carbon Cowboys, and in helping to form a large whole systems science project comparing regenerative grazing to conventional – measuring a whole suite of data from water retention to soil carbon to animal well-being and much more. Byck has appeared on Real Time with Bill Maher and NPR's Science Friday. He has presented carbon nation at the House of Commons, U.S. Embassies in London, Berlin and Vienna; Boeing, Nike, Google, Microsoft, Shell, Walmart.com and at many universities and community screenings worldwide. Awards: "Garbage", director, Best Doc at SXSW; "Carbon Nation" Best Doc, IVCA, London.





## Conservation Policy Session

**Hosted by: Sand County Foundation and Partners for Conservation**

Wednesday, 10 August 2016 • 8:30 TO 11:30 AM • Heather Room

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“Ultimately, conservation will boil down to rewarding the private landowner who conserves the public interest.”

— Aldo Leopold, *Conservation Economics*

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Put your learning to work in a facilitated session to develop a set of recommendations around U.S. natural resources policy. As the nation’s leading conservationists, you and your fellow symposium participants provide an authoritative viewpoint on how America can achieve its conservation objectives in an era of flat or declining funding. These deliberations will inform our conservation policy strategy in the coming years.

The session is intended to build upon Tuesday’s featured panel discussions, and your own conservation policy experiences, to better inform Sand County Foundation, Partners for Conservation and other groups that we may collaborate with on conservation policy over the next 3 to 5 years. Sand County Foundation and Partners for Conservation share a belief that private landowners and agricultural producers possess a fundamental role in creating and sustaining solutions for good stewardship of natural resources. And we envision a policy environment that is highly supportive of this tenet.

During this session, policy briefings from two experts will prime our breakout group and plenary discussions.

**James Ogsbury**, Executive Director of the Western Governors’ Association, will summarize findings from a new report on endangered species policy.

**Bruce Knight**, Sand County Foundation Director, and Founder/Principal of Strategic Conservation Solutions, LLC, and former NRCS Chief, will review key aspects of current Farm Bill conservation programs.

Our facilitator is agriculture sustainability consultant and Sand County Foundation Board of Directors member **Nancy DeLong**. Nancy most recently served as the interim executive director of the Conservation Technology Information Center as they transitioned to a new executive director. Prior to that she was the DuPont Pioneer Global Director of Sustainable Agriculture Systems directing efforts in conservation-based agriculture to help farmers and ranchers protect their freedom to operate and improve their livelihoods while being the best stewards of natural resources.



## Spokesperson Training

Communications coach **Teri Goudie**, of Goudie Media Services, teaches a stronger way to speak, write and inspire in what many call a “Twitter” world. A world where people are learning to put big ideas in a few well-selected words.

In her sessions, Goudie shares a simple five-step method that can turn words into action in two minutes or less. The Goudie method can be used in presentations, media interviews, teleconferences, meetings and email. Her method is effective because it is designed to create strong outcomes while controlling the “variables”.

Goudie is considered to be one of the world’s top communication strategists and is a former ABC News journalist. She works with top CEOs, doctors, lawyers, athletes, and scientists. Her clients include GE, Abbott, Google, United Airlines, Invitae and the Battelle Institute.

What makes Goudie’s approach different is her strong emphasis on the art of storytelling, the use of verbal pictures to simplify complex information and the art of controlling tone to create movement and momentum.

On a personal note, Teri is an endurance athlete. She competes in marathons, triathlons and is proud to have reached the peak of Mt. Kilimanjaro. She celebrates health, the great outdoors and everything that life has to offer.



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“Conservation means harmony between men and land. When land does well for its owner, and the owner does well by his land, when both end up better by the partnership, we have conservation. When one or the other grows poorer, we do not.”

— Aldo Leopold

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## Innovations on the Land - Ecosystem Tour

With our partners from The Nature Conservancy, Central Coast Wetlands Group and Elkhorn Slough Foundation, take a guided, afternoon tour of farms and ecosystems in Monterey County as we highlight innovative conservation practices agriculturists are embracing in the Salinas Valley.

Built on a \$4.4 billion agriculture industry, the Salinas Valley is commonly referred to as America's Salad Bowl because of its agricultural diversity and abundant produce. Given its massive contribution to our food supply, the area provides a unique opportunity to examine how one of the largest agricultural communities manages our natural resources while responsibly producing affordable, nutritious food.

First, we will experience the Elkhorn Slough National Estuarine Research Reserve. Elkhorn Slough is an exceptional ecosystem as it provides a vital link between land and sea. It harbors California's largest tract of tidal salt marsh outside of San Francisco Bay, encompasses extraordinary biological diversity and includes three of the top ten most imperiled U.S. habitats: freshwater wetlands, coastal prairie and maritime chaparral.



One of the notable features of the slough is the diversity of human uses represented in a small watershed. It contains the largest electric generating plant in the state and a highly active fishing port. One-quarter of the land is dedicated to agriculture and produces a significant portion of the state's strawberry crop. The landscape also draws an increasingly significant amount of recreational users each year.

Next we will visit farm fields where conservation leaders are working collaboratively with growers to manage water quality and other issues. Nutrient management is a complex issue in the Salinas Valley. Ocean Mist Farms has been especially proactive in experimenting with off-farm and edge-of-field nutrient management options for vegetable production in the Moro Cojo Watershed. This field stop will highlight a newly constructed woodchip bioreactor that reduces nitrates in irrigation and storm water runoff; a treatment wetland that uses natural vegetation to remove additional nitrogen; and a mobile nitrogen filter that harvests excess nitrogen for re-use as fertilizer.

There is no silver bullet for resolving the problem of excess nitrogen in surface water. In the Moro Cojo watershed, growers like Ocean Mist are partnering with Central Coast Wetlands Group, The Nature Conservancy, the Resource Conservation District of Monterey County and others to explore a cooperative approach to managing and reporting nutrient use and treatment. The objective of this cooperative model is to improve water quality while streamlining the process for growers to comply with requirements of the California EPA's Irrigated Lands Regulatory Program.

# Welcome Reception - Monterey Bay Aquarium

Located at the ocean's edge on historic Cannery Row, the Monterey Bay Aquarium is a leader in ocean conservation and education, and considered by many to be the best in the world. The Aquarium's Conservation and Science programs are tackling some of the most critical issues affecting ocean health.

Today, more than 30 years after opening, the Monterey Bay Aquarium is a showcase for the habitats and sea life of one of the world's richest marine regions. More than 35,000 creatures representing over 550 species fill 34 major galleries. With nearly 200 exhibits in all, the Aquarium is a window into the wonders of the ocean.

The mission of the nonprofit Monterey Bay Aquarium is to inspire conservation of the ocean. It is the most respected public aquarium in North America, a national leader in science education, and a global voice for ocean conservation through its work in marine science and public policy.

Its Seafood Watch program is the foundation for the sustainable seafood movement worldwide, and is shaping a sustainable future for fisheries and aquaculture. Learn more at [www.monterey-bayaquarium.org](http://www.monterey-bayaquarium.org).









# SAND COUNTY FOUNDATION

## **Executive Staff**

Brent Haglund Ph.D., *CEO & Executive Chairman of the Board*

Kevin McAleese, *President*

Christina Schellpfeffer, *Vice-President External Relations*

## **Chairman of the Board**

Lynne Sherrod, *Owner, Rocking U7 Ranch*

## **Chairman Emeritus and Founder**

Reed Coleman, *Former CEO of Madison-Kipp Corp.*

## **Vice-Chairman/Secretary**

David J. Hanson, *Attorney, Michael Best & Friedrich*

## **Treasurer**

Homer Buell, *Owner, Shovel Dot Ranch*

## **Directors**

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Ingrid C. "Indy" Burke, Ph.D., *Dean, Yale University School of Forestry and Environment*

Nancy DeLong, *Agriculture Sustainability Consultant*

George Kennedy, *Venture Investor*

Bruce Knight, *Principal, Strategic Conservation Solutions, LLC*

Stanley A. Temple Ph.D., *Beers-Bascom Professor Emeritus in Conservation, UW Madison*

Edward M. Warner, *Philanthropist and Conservationist*



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voluntary conservation on private, working land.

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The Nation's Leading Voice for Private Land Conservation

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Our new website will launch soon at [www.sandcountyfoundation.org](http://www.sandcountyfoundation.org)