

**DECEMBER 1-3, 2025**

**DoubleTree by Hilton Hotel Bloomington - Minneapolis South - Bloomington, MN**

**MONDAY, DECEMBER 1, 2025**

11:00 am – 4 pm

Registration Open

12:30 – 3:45 pm

Invitation Only Pre-Conference Workshop for SWCD Managers and SWCD Board Chairs:

**Enhancing Trust Among our SWCDs and the Public to Accomplish Implementation Goals**

Participants will gain meaningful and practical information and tools for establishing and maintaining trust with and among SWCD staff, board members, and private landowner cooperators. These tools will aid participants in attracting and retaining top talent to their SWCDs, fostering innovation, and building stronger relationships with landowners and partners, all of which will help us accelerate our implementation work. Attendees will learn how trust-based leadership drives long-term success with reaching our soil and water conservation goals. Driven by decades of research and real-world application, the 8-Pillar Framework was developed by the [Trust Edge Leadership Institute](https://www.trustedleadership.com/). The workshop will include a focus on 40 Trust Tools that will help you lead better, implement faster, and build trust now!



*David Horsager*

**David Horsager**, CEO of Trust Edge Leadership Institute, bestselling author of *The Trust Edge*

3:45 – 4:30 pm

Continue discussion with workshop participants on trust in comprehensive watershed implementation.

**TUESDAY, DECEMBER 2, 2025**

7:00 – 8:15 am

Continental Breakfast *(see registration form – there is a fee for this event)*

7:00 am – 4:30 pm

Registration Open

8am-12pm, 1:15-4 pm

Exhibit Hall Open – Agency and Vendor Exhibits

8:30 – 9:00 am

**Business Meeting. Presiding: Chuck Rau, MASWCD President**

- Introduction of Board of Directors, President's Report, Recognition of Board, Staff, Committee Chairs
- Finance Committee Report – Jake Janski, MASWCD Sec./Treasurer, Northeast Area 3 Director
- Resolution Committee Report; Introduction of 2025 MASWCD Resolutions – Jake Janski, MASWCD Resolution Committee Chair, Northeast Area 3 Director
- Celebrating Minnesota's partner-driven approach for delivering conservation achievements

9:00 – 10:00 am

**Keynote Jimmi Langemo: Creating a Welcoming SWCD Environment that Drives Innovation and Success**

During this insightful and inspirational presentation, attendees will learn why a welcoming environment is critical for any organization, and the role of a leader in creating that environment. Jimmi pulls from his rural Minnesota upbringing to share practical tools that SWCDs can apply in real world situations. He'll also explain how to assess and adjust your work environment, so board members and staff are poised to contribute to the success of the SWCD. Drawing on more than 25 years of experience working with Fortune 100 companies, small businesses, nonprofits, government agencies, and others, Jimmi brings both wisdom and heart to every audience he serves. Hear about steps your SWCD can take to build a culture where the people and the organization thrive.



*2025 keynote sponsor*



10:00 – 10:30 am

Refreshment Break

10:30 – 11:15 am

**Plenary Session: Panel Discussion with Clean Water Council Members**

Since passage of the Clean Water Land and Legacy Amendment in 2008, just over \$2B has been spent or appropriated through the Clean Water Fund, revolutionizing the way Minnesota is able to protect and restore waters across the state. Throughout that time, SWCDs have been critical partners in conservation delivery, from planning to implementation. This plenary session will delve into how Clean Water Funds have been used, how the Clean Water Council develops its budget recommendations for the Governor and legislature, and what's on the horizon.



11:30 am–1:30 pm



**MASWCD Awards Luncheon** (see registration form – there is a fee for this event)

- Recognition of retiring and deceased SWCD supervisors and employees, followed by award presentations:
- MASWCD/MPCA Community Conservationist
- MASWCD/DNR Outstanding Forest Steward
- MASWCD/Pheasants Forever Wildlife Habitat Steward
- DNR Ecological & Water Resources Appreciation Award
- MN Dept. of Health Drinking Water Protection Award
- MASWCD Teacher Award
- MACDE Extraordinary Contribution Award
- SWCD Administrator Award, by BWSR
- SWCD Field Staff Award, presented by NRCS
- MASWCD Outstanding SWCD Supervisor

1:30 – 2:00 pm

Refreshment Break

2:00 – 3:00 pm

Breakout sessions  
round one

***Lessons Learned from 1W1P Mid-Point Evaluations and Amendments: Sharing Stories from Four SWCDs***

As comprehensive watershed management plans reach the halfway point of their 10-year cycle, mid-point evaluations have emerged as a valuable tool for assessing progress and strengthening implementation. Supported by BWSR Grants, these evaluations provide an opportunity to measure outcomes, integrate new data, and identify amendments or course corrections to ensure continued effectiveness. This presentation draws on lessons learned from four SWCDs that have completed the process, offering insights into approaches, challenges, and adaptive strategies that enhance long term watershed management success.

***Soil Health Bus Tours – Opportunities & Lessons Learned***

Providing producers with soil health forums to learn from one another as well as from SWCDs and our partners is a valuable approach to conservation implementation. Speakers will share information and lessons learned from recent events, including a soil health tour that took producers, SWCD staff members and NRCS presenters to farm stops in Minnesota and North Dakota.

***Workforce Challenges and Opportunities for Local Government Entities in Minnesota***

In fall 2024, the Citizens League partnered with the Association of Minnesota Counties (AMC) and the League of Minnesota Cities (LMC) to research and explore recruitment and retention challenges and opportunities facing local governments statewide. What emerged was a six-month project period to gather data, which was synthesized in early 2025 into a report of findings, including recommendations and solutions to support a robust and thriving public workforce. Hear from the Citizens League about the project findings as well as insights for strengthening public service among our SWCDs.

3:00 – 3:30 pm

Refreshment Break

3:30 – 4:30 pm

Breakout sessions  
round two

***Impacts of Forest Cover on Water Quality***

The benefits of forest cover on a landscape are bountiful, including water quality. But how can those benefits be quantified, especially in the world of watershed planning? In this session, you will come to understand the impacts of forest cover on water quality and preview a tool that SWCDs can use to track water quality improvements from forestry practices. Participants are encouraged to bring a laptop, have access to their 1W1P goals, and/or a forestry plan to try out this cutting-edge assessment tool.

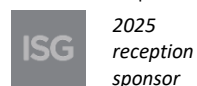
***Understanding Middle Adopters: Results from a statewide survey of farmers***

Last year, the Minnesota Office for Soil Health surveyed farmers across Minnesota about how they manage their soil. Learn what they said about their motivations and concerns; which practices they use; and what they think about soil health practices, rental land, farmer networks, and government programs. Then participate in a discussion about what this means for serving farmers in your district. Attendees will also learn about outreach uses of the new Daily Erosion Project dashboard, available at the MOSH exhibit.

***Telling Your Conservation Success Stories***

In this session, learn strategies for creating compelling narratives around the work of your SWCD for sharing with legislators and other elected officials as well as the public. Support of SWCD work from state lawmakers and members of the public is critical to our long-term success. At the same time, these two audiences may be looking for different information and outcomes of our work. Learn some key aspects of effective storytelling for these two audiences and helpful tools from professional communicators.

4:30 – 6:30 pm



**Networking Reception, Cash-Bar, and Hors d'oeuvres Buffet.**

Join us for an evening of networking with your peers from across the state. Enjoy an ample buffet of delicious appetizers. Have fun taking pics at the MASWCD Step n Repeat! And purchase raffle tickets for chances to win prizes and support the MN Envirothon high school competition and future conservationists!

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| 7:00 – 8:15 am                                                                                                                                | Continental Breakfast <i>(see registration form – there is a fee for this event)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 7:30 am - noon                                                                                                                                | Registration Open                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 8:00 am – noon                                                                                                                                | <b>Exhibit Hall Open – Agency and Vendor Exhibits</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 8:30 – noon                                                                                                                                   | <p><b>Business Meeting – budget, resolutions, policy updates. Presiding: Chuck Rau, MASWCD President</b></p> <p>Hear from MASWCD leaders, partners and policy makers on topics ranging from district programs and policies to resource concerns and funding priorities. There will also be action on grassroots policy positions.</p> <ul style="list-style-type: none"> <li>• Approval of 2025 Standing Rules and 2024 Meeting Minutes</li> <li>• Finance Committee: Action on Proposed FY 2026 Budget – Jake Janski, MASWCD Sec./Treasurer</li> <li>• Resolutions Committee: Action on Resolutions – Jake Janski, MASWCD Resolution Committee Chair</li> <li>• Reports, New Business &amp; Announcements</li> </ul>                                               |
| 8:30 – 10:00 am                                                                                                                               | <p><b>Best Management Practices for Safe and Successful Education and Outreach Events</b></p> <p>Education and outreach events help provide conservation cooperators, the public, and our youth with valuable information and hands-on experiences. Learn from SWCD staff experienced with hosting these events on how to plan, organize, and promote the events to achieve the best results.</p>                                                                                                                                                                                                                                                                                                                                                                   |
| Employee sessions round one                                                                                                                   | <p><b>Natural Shoreline Partnership Program &amp; Implementing Related Projects</b></p> <p>The Natural Shoreline Partnership aims to reshape perceptions and policies around lakeshore development and stewardship, inspiring the action needed to protect and restore natural shorelines. Hear NSPs goals and how districts can assist with identifying projects and implementing shoreline practices that achieve multiple benefits for lake health and water quality.</p>                                                                                                                                                                                                                                                                                        |
| 9:00 – 10:00 am                                                                                                                               | <p><b>Outstanding Conservationist Informational Program 1 - The Bee Squad</b></p> <p>Meet a U of MN Bee Squad Pollinator Ambassador and learn what you can do to help protect these incredible pollinators and the places they call home. Enjoy this interactive program that includes a honey tasting and come away with a new appreciation of our state's pollinators and pollinator habitats. <i>This program is suitable for all ages.</i></p>                                                                                                                                                                                                                                                                                                                  |
|  Minnesota Agricultural Water Quality Certification Program |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2025 program sponsor                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 10:00 – 10:30 am                                                                                                                              | Refreshment Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 10:30 – noon                                                                                                                                  | <p><b>Cyber Security, Data Retention, and Open Meeting Law</b></p> <p>Join our partners from the Minnesota Counties Intergovernmental Trust (MCIT) to learn the latest related to cyber security and data retention issues, including data practices risks and mitigation strategies. This will be followed by a discussion of the recent changes to the Minnesota Open Meeting Law.</p>                                                                                                                                                                                                                                                                                                                                                                            |
| Employee sessions round two                                                                                                                   | <p><b>Job Approval Authority (JAA) and the Technical Training and Certification Program (TTCP)</b></p> <p>This interactive session will explore the process toward Job Approval Authority (JAA) and the Technical Training and Certification Program (TTCP) as a whole. Participants will gain a clearer understanding of how to advance their technical skills, navigate the certification process, and strengthen conservation delivery across Minnesota. Through engaging activities and discussion, you'll learn how to identify your next steps in training and leave with practical "homework" to support your professional development. The session will also highlight and recognize those who have achieved JAA or Conservation Planner Certification.</p> |
| 10:30 – 11:30 am                                                                                                                              | <p><b>Outstanding Conservationist Informational Program 2 - The Raptor Center</b></p> <p>Experience the true beauty of an eagle and other raptors from a few feet away and learn how you can support them and the environment we share. Raptors are our lens into the health of our shared environment. Gain a deeper understanding of their incredible abilities, life cycles, and connections to humans throughout history and across cultures. <i>This program is suitable for all ages.</i></p>                                                                                                                                                                                                                                                                 |
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| 12:15 – 2:15 pm                                                                                                                               | <p><b>Outstanding Conservationist Luncheon and Awards Ceremony</b> <i>(there is a fee for this event)</i></p> <p>supported by <i>The Farmer</i> magazine, Kevin Schulz, Editor</p> <ul style="list-style-type: none"> <li>• Presentation of SWCD of the Year Award</li> <li>• Slide Show of Minnesota's Outstanding Conservationists</li> <li>• Outstanding Conservationist Award - Area Finalists &amp; State Winner</li> <li>• Have safe travels!</li> </ul>                                                                                                                                                                                                                                                                                                      |

**TheFarmer**