

# Land, Water, & Resources



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© Tom Aggar



## Prairie Rivers of Iowa Annual Report 2014

### Log Products



© Mike Brandrup



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Prairie Rivers of Iowa is a great partner who has deep concern for our natural resources and our community. We value their expertise and experience in establishing and building our local foods system. Our partnership is built around our common goals and based in trust.

- Rich Wrage, Regional Extension Education Director at Iowa State University Extension and Outreach -



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Prairie Rivers of Iowa  
Lincoln Highway Heritage Byway



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# Prairie Rivers of Iowa

## Mission:

To promote awareness and build respect for the ecological integrity of our natural resources.

## Our Vision:

As a nonprofit organization, we are dedicated to creating a better environment for the citizens of Iowa.

We define conservation as the protection, management, and restoration of natural resources for current public benefit as well as sustainable social and economic utilization.

## Our Core Values

We respect and elevate the integrity of the natural, historical, and cultural resources in Iowa and advocate sustainability for present and future generations.

**Advocating:** We support ecological and natural resource integrity by advancing sustainable stewardship practices.

**Partnering:** We engage and empower people and organizations with a diversity of skills and expertise to accomplish together more than we can do separately.

**Educating:** We foster the environment of learning and educating Iowans to activate and engage in cultivating an environment of conservation.

**Assessment:** We support a consistency of actions and methods through ongoing assessment of our programs.

Prairie Rivers of Iowa is an innovative and creative organization that acts and thinks proactively to address natural resource issues as they arise. Using good science and common sense, we continually focus on goals that will maximize results in support of our mission.

# Letter from the Executive Director



Greetings,

The Board of Directors and staff are happy to provide this 2014 Annual Report for your review.

Prairie Rivers of Iowa continued to grow both in projects and staff during 2014. We began to see the hard work of the past two years, pay dividends in meeting our strategic goals.

I am proud of the hard work and dedication that our staff and Board show every day as we continue to support Iowans and the natural resources in our state. Our new accomplishments are laid out in this report. By working with more communities, organizations, and individuals we are developing different frameworks to improve the Iowa environment.

As you read this report, please don't hesitate to reach out to us with questions. We are always looking for new partners to support our work and continue to build citizens engaged in our natural resources.

Thank you.

A handwritten signature in black ink that reads "Penny L. Brown Huber".

Penny Brown Huber, Executive Director

© Magon Liu



© Jessica Johnson



Penny Brown Huber,  
Executive Director

## Letter from the President

Council Members, Staff, and Supporters:

As Prairie Rivers of Iowa looks to the future in 2015, we will do so with the very capable leadership of Reed Riskedahl as our Board Chair. It has been my great pleasure to work with Penny Brown Huber, Carman Rosburg, and the rest of our remarkable staff to accomplish many great things and set the future of Prairie Rivers on solid footings. I look forward to continued service to Prairie Rivers as a member of the Executive Committee.

The year 2014 saw us work with a diverse group of partners including the establishment of the Squaw Creek Watershed Authority. As we hire a full-time Watershed Coordinator and a part-time Educator, we will set the standard for watershed work that will help Iowa meet and exceed the Water Quality Initiatives laid out by the State of Iowa.

With the continued support of the Iowa DOT we pursued our work to make the Lincoln Highway Heritage Byway the premier byway in the United States. Jan Gammon takes over for Angie Hettinger working on the Corridor Management Plan as well as overseeing our work on the Byway. We wish Angie the best as he moves into his new career!

Local foods, school and community gardens, and educating the next generation of conservationist will remain a very important focus for Prairie Rivers. We will continue to “grow our brand” by utilizing the concepts and ideas brought to us by the Senior Marketing Class of Drake University.

Our new Strategic Plan will be completed this summer under the guidance of Penny Brown Huber and the input of our very capable Board of Directors. This plan will guide Prairie Rivers into the future with a clear purpose and a set of guidelines for accomplishing even greater things.



Jim Richardson, President Spring 2015

Jim Richardson,  
President

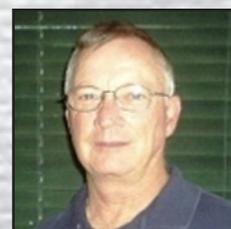


© Erika Mudrak

© Jessica Johnson



© Mike Brandrup



# Prairie Rivers of Iowa Marketing

Prairie Rivers of Iowa does an amazing job of educating travelers and Iowans about the many and varied things to see and do, all along guiding with top notch web and print resources that are readily available.

- Sandii Kelly,  
Niland's Café -

Marketing involves many activities and strategies to tell the message of Prairie Rivers of Iowa, along with raising our profile in the communities where we work today. In 2014 we:

## Prairie Rivers of Iowa

- Worked with Drake University students on our branding
- Held our yearly open house in November
- Created a new store on our website and set up Dwolla, a payment system, on our site
- Created an elevator speech
- Participated in the Eco Fair in Ames
- Created our Brand and Logo Rules document
- Created a Social Media Policy, Privacy Policy, and design form
- Redesigned our email signature
- Created a promotional bookmark
- Worked on Search Engine Optimization for our website pictures
- Started a contract with Iowa Agricultural Mitigation Bank (IAMB)
- Ordered staff and board polos
- Social media scheduling
- Creation and advertising for the Local Food Cycle
- Held several radio interviews and had an appearance on KCWI

## Log Products

- Created a sales packet
- Created a power point
- Created a rack card (shorter version of the brochure)

## Lincoln Highway Association (ILHA)

- Create the ILHA newsletter
- Secured a contract with the ILHA to begin in 2015

## Hamilton County Conservation Board

- Created a walk through video of the cabin
- Worked with Iowa Public Radio on radio advertisement through a Tourism Grant
- Central Iowa Bus Tour visited the Cabins and Golf Course
- Bought www.legacycabin.com for a quicker/easier access to cabins
- Helped with MyCountyParks.com updates
- Gave a year-end review and proposal to secure a new contract through May 2015
- Placed testimonial books in the cabins
- Updated directory listings
- Created and sent email blast

## Future

Continue to build our brand and working on our contracts with IAMB, ILHA, and HCCB.

Kayla Hasper,  
Marketing Assistant



© Jessica Johnson



Jessica Johnson,  
Marketing Coordinator

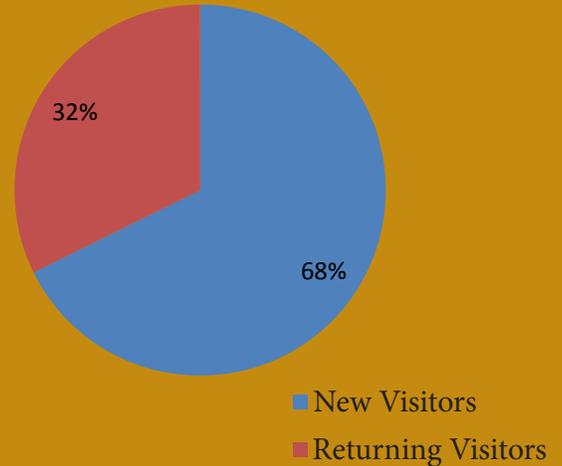
# Website Analytics

**Page Views** (One person browsing on page. If they reload, it counts as another page view. If they click away and come back it counts as another view.): **16,375**

**Average Session Duration** (The length of time between when a visitor browses to their first page on your site and when they browse to their last page on your site.):  
**3 minutes 36 seconds**

**Bounce Rate** (Percentage of people who arrived at your site, browsed one page and left the site without browsing any other pages. Avg. is 70% and below.): **56.02%**

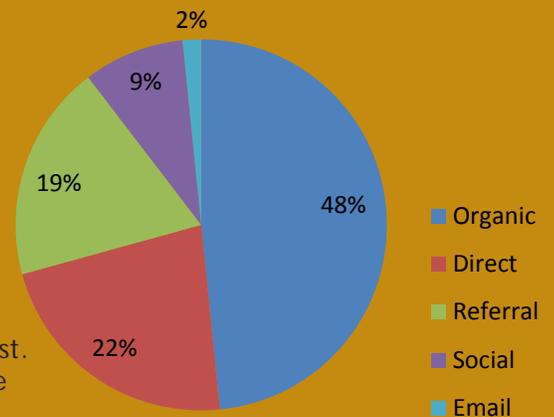
## New vs Returning Visitors



**Most Popular Landing Page: Staff Page**  
Page Views: 700  
Average Time on Page: 1 minute 22 seconds

**Top Referral Site** (Someone refers your site from their's.):  
(This is URL is owned by us and used for the byway) -  
[www.lhheritagebyway.org](http://www.lhheritagebyway.org)

## Channels of Arrival



**Organic:** User searched for our site or happened upon us.  
**Direct:** User knows our URL and goes directly to our site.  
**Social:** Our social media accounts such as Facebook, Twitter, and Pinterest.  
**Email:** The link that employees have in their email footer to lead people to our page.

# Social Media 2014

<u>Facebook Likes</u>	<u>January</u>	<u>December</u>
Prairie Rivers of Iowa	140	389
Lincoln Highway Heritage Byway	556	620

<u>Twitter Followers</u>	<u>October</u>	<u>December</u>
@PrairieRiversIA	0	52



# Prairie Rivers of Iowa Program Overview

We manage a range of programs in support of our mission to improve the quality of life for citizens while strengthening the health of Iowa's environment and communities. Explore our programs to learn more at [www.prrcd.org](http://www.prrcd.org).

© Volunteer Center Story County



© Jessica Johnson



The **CENTRAL IOWA LOCAL FOODS** program's strategic approach is to start by developing multiple projects in 2014-15 such as:

The School and Community Gardens program, in cooperation with numerous community partners, develops and coordinates school-based community gardens to benefit students and teachers at area schools.

Central Iowa Garden Project is to develop 10 gardens in Story, Boone, and Hardin counties. Each county will have a school, workplace, and city garden. In 2014, there were 4 gardens identified to be planted in the spring of 2015.



© Carman Rosburg

Awarded a grant from the Iowa Department of Agriculture and Land Stewardship to develop a feasibility study around developing a non-profit food hub in Central Iowa. Additional information will be forthcoming as progress continues and future plans are developed.

The **LINCOLN HIGHWAY HERITAGE BYWAY** is a community-driven statewide initiative to "tell the story of the places and people of the Lincoln Highway".

Prairie Rivers of Iowa coordinates the Lincoln Highway Heritage Byway, Iowa's longest and most historic byway. The Lincoln Highway continues to be a strong economic development engine for local economies and an enduring symbol of civic pride in communities across the state.

© Tom Apgar



© Angie Tomka



© Mike Brandrup



© Mike Brandrup



The **LOG PRODUCTS** program specializes in providing Iowa grown, Iowa manufactured, white oak logs that do not require any chemical or preservative treatment and are naturally decay resistant. Prairie Rivers continues to partner with Iowa County Conservation Boards to build unique log cabins in county parks around Iowa that are environmentally sustainable and have the durability to last generations.



© Mike Brandrup

As a non-profit organization, Prairie Rivers of Iowa Log Products is committed to helping people and organizations build the highest-quality log products, while ensuring environmentally-responsible building practices.



© Mike Brandrup



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The **OUTDOOR LEARNING ENVIRONMENTS IN IOWA** project supports outdoor educators and funders of outdoor learning and outdoor classrooms. This program builds capacity for outdoor education in Iowa and provides an opportunity for sharing best practices in outdoor space design and use.

An outdoor learning environment can be defined as a deliberately designed outdoor setting, used and supported by many in the community, that provides an intentional space for exploration, inquiry, and learning, to empower environmental literacy and education in any discipline.

The community-led watershed program assisted Story County and Emmons and Olivier Engineering in developing the **SQUAW CREEK WATERSHED MANAGEMENT PLAN**. This plan was led by a watershed management authority consisting of representatives from Story, Boone, and Hamilton Counties, Soil and Water Conservation Districts and the cities of Ames, Gilbert, and Stanhope.

Throughout the past year, the Watershed Management Authority met and in December 2014 approved an innovative watershed plan for the Squaw Creek Watershed.

© Hanna Bates



© Hanna Bates



© Hanna Bates



© Prairie Rivers of Iowa



© Magon Liu



The **URBAN FORESTRY** program is community-based, expanding the knowledge of proper tree maintenance for an urban city forest.

This program focuses on supplying three growing communities (Ames, Ankeny, and Waukee) the tools to better manage their forest resources, including developing tree management plans, demonstrating the value of urban forests to municipal leaders and citizens, as well as networking and engaging volunteers.



© CBCVB

# Central Iowa Local Foods

## Central Iowa Garden Project

The focus of the Central Iowa Garden Project (CIGP) is improving community health through the practice of gardening. The goal of this project is to establish 10 new gardens across Story, Boone and Hardin Counties. We implemented seven workplace gardens and three school gardens distributed throughout the three counties.

This year was the first of the three year grant project supported by the Wellmark Foundation and ISU Extension and Outreach for Story, Boone, and Hardin Counties.

- The first year was spent building relationships with different schools and workplaces in the Central Iowa area. The Local Foods Coordinator attempted to contact over 80 different businesses and each school district in the three county area.
- A partnership was established with four sites; Rock Run Elementary School in Iowa Falls, the Nevada Preschool, Story County Medical Center in Nevada, and CDS Global in Boone.
- After sites committed to partner with us on the project, we worked to help them design a garden and budget. Obtaining resources was a key role we played in helping get the gardens established. We were awarded several smaller grants to help support the project. The Whole Kids Foundation awarded \$2000 for the Rock Run Elementary School garden and the Story County Community Foundation awarded \$2500 for the Nevada Preschool and Story County Medical Center.
- Alongside the establishment of the new gardens we helped our partners plan workshops to help teach participants gardening and nutrition skills.
- The overall hope is that establishing these new gardens will improve community health. Each garden is conducting an assessment whether participating in the project will help improve fruit and vegetable intake as well as participant's understanding of nutrition and gardening.

## Future

In 2015 , we will add at least two more gardens bringing us to a total of seven gardens and hold at least one workshop per garden in the summer and fall of 2015. In 2016, three more gardens will be put in, bringing us to a total of ten gardens.



© Volunteer Center Story County

Lauren Gilbert,  
Garden Coordinator



© Volunteer Center Story County



Ruth Hulstrom,  
Local Foods Coordinator



© Volunteer Center Story County



## 1st Annual Local Food Cycle

September 7th was an exceptionally perfect day for the 1st Annual Local Food Cycle in Story County. We created a bicycle ride celebrating healthy sustainable food systems in Central Iowa.

- Over 120 riders participated in the first year event. Riders explored farms while savoring local foods prepared by area chefs. The riders varied in skill level and age, but all enjoyed the opportunity to experience local foods in a novel way.
- The 40-mile route started at Moore Memorial Park in Ames and did a loop north through Story and Boone Counties. Participants had the opportunity to visit six farms and a private wetland.
- Chefs participating in the event included culinary artists from: Arcadia who provided locally roasted coffee as well as zucchini chocolate chip and apple muffins, Sweet Magnolia out of Ankeny who prepared made-to-order breakfast burritos, The Bistro of Story City prepared a pizza rustica, Iowa State University chefs made a roasted beet caprese sandwich, and The Café in Ames provided a raspberry tart with ginger ice cream. Chefs attempted to acquire many of their ingredients locally.
- Farms on the route included Onion Creek Farm, Red Granite Farm, Mustard Seed Community Farm, Fisher's Flowers and Produce, Prairie Bloom and Prairie Moon Winery. The final stop was the winery where riders were provided with a free glass of sangria and admission to its Sunday music event.
- The event was organized by Prairie Rivers of Iowa and Story County Conservation and sponsored by the Leopold Center of Sustainable Agriculture, Story and Boone Counties, ISU Extension and Outreach, JAX Outdoor Gear, McFarland Clinic, Skunk Rivers Cycles, Thiel Bicycle Company and Tracy at Heroic Ink.

A big thank you to all of the Prairie Rivers of Iowa staff, board members, and volunteers who helped make this event successful.

## Future

We look forward to bringing the 2nd Annual Local Food Cycle to the community on August 30th, 2015.

I just wanted to let you know how much my husband and I loved the local food ride! It was perfect! The ride was challenging, the food was amazing and everyone was so friendly.

- Elizabeth, 2014 Participant -

### Major Sponsors for Central Iowa Local Foods



# Lincoln Highway Heritage Byway

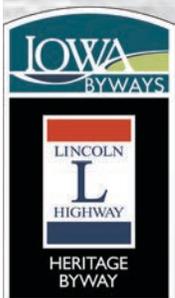
## Major Accomplishments

- In April, Prairie Rivers of Iowa entered into a new three year contract with the Iowa Department of Transportation for Byway management of the Lincoln Highway Heritage Byway.
- In late 2013, the DOT approved our three year project to develop a revised Corridor Management Plan. A Corridor Management Plan is a long-term planning document to preserve and enhance a byway's important qualities, and to position it for future growth. During this first year in 2014, we have researched best practices in corridor management as well as met with other byway organizations and important community members by holding key stakeholders meetings in each county to help develop the planning process.
- The Byway worked under a Natural Resource Conservation Service Conservation Innovation Grant program to develop two interpretive panels to be installed at key locations along the Byway. Final installation will be in 2015.
- The Byway and several businesses along its route will be featured in the Spring 2015 edition of "Edible Iowa". The article will talk about local restaurants in Youngville (Watkins) and Ogden and the Marshalltown-based Iowa Choice Harvest.
- Staff attended the Heartland Byways Conference in Manhattan, Kansas and made connections with other byways across the country. With no national byway conference currently in place, the Heartland Conference is the only opportunity for Byway professionals to connect regionally. Iowa will be hosting the Heartland Byways Conference in 2016.
- Staff supported numerous local communities and organizations by promoting their attractions and events along the Byway and represented the Byway at events throughout the State. The coordinator serves as the Iowa Lincoln Highway Association secretary and staff has assisted and supported Lincoln Highway Association events such as Motor Tours.
- The Byway staff served as the editor for the Iowa Lincoln Highway Association's newsletter, is distributed quarterly, to hundreds of readers.



© Francie O'Leary

*Amy Larrence,  
Byway Intern*



*Angie Hettinger,  
Byway Coordinator*



© Tom Appgar



We are housing an intern through a partnership with Iowa Lincoln Highway Association. The intern was selected in the Fall 2014 semester, with work to begin in 2015. They will be assisting the ILHA with its website and a new brochure for Greene County.

- The Byway Facebook presence and Pinterest reached thousands of viewers.
- In December 2014, a new Byway Coordinator was hired. Jan Gammon began her role in January 2015 and has several years of experience in historical preservation, grant writing, and community projects.

## Kids on the Byway

The nationally-recognized Kids on the Byway program completed its second school year by supporting three Central Iowa elementary schools in developing unique environmental education experiences for students along the Lincoln Highway Heritage Byway and beyond. During the summer, Kids on the Byway's "Wild Warriors" day camp provided elementary and middle school students with two weeks of exciting outdoor experiences, including learning about collecting prairie seeds, fishing, and hiking. Kids on the Byway received major support from the Iowa Department of Natural Resources' REAP Conservation Education Program.

## Future

We anticipate 2015 will bring us new connections and new projects. We will continue to support our stakeholders throughout the state and assist with their marketing plans. We will be holding public Corridor Management Plan meetings across the state and learn what is important locally along the Byway, what the Byway can do to enhance the local strengths, and how best to develop the Byway as a more cohesive network.

The Byway will also roll out a new business membership program which will link local businesses with a common goal to conserve and protect resources and staff will continue to represent the Byway at events across the state.

The year 2015 will be an exciting one with steps taken to share ideas and develop plans and projects.

**If we didn't have the Lincoln Highway we wouldn't have a business.**

*- Erica Metz, John Ernest Vineyard & Winery, Tama, Iowa -*



*Magon Liu,  
Kids on the Byway Coordinator*

Major Sponsors for the Lincoln Highway Heritage Byway



# Log Products

## Major Accomplishments

### Buena Vista County Conservation Board Cabin

In June, the Buena Vista County Conservation Board purchased logs for a 25' x 32' cabin that will have two loft areas. This cabin is similar to the large cabins that Hamilton County Conservation Board built. Due to problems finding a contact that was willing to build a log structure, construction was not started until November and the cabin is now structurally complete with log walls, roof, doors, and windows installed. It is anticipated the cabin will be complete by late summer or fall of 2015.

### Marketing of Hamilton County Conservation Board Cabins

Prairie Rivers Marketing Program has contracted with Hamilton County Conservation Board to market the five cabins they have built. As a result of this ongoing marketing effort, the usage of the cabins continues to increase to the point that most weekends are booked and during the summer many of the week-day rentals are starting to fill up.

### Log Price Increase

The supplier of our logs notified us that the price of the logs and related wood materials had risen. Our original agreement with Batey Ltd., our supplier, was initiated in late 2011. Since that time, white oak, along with most hardwood lumber prices, has increased by approximately forty percent. The growth in white oak and other hardwood lumber is due to the surge in housing starts, thus increasing demand for hardwood furniture and cabinets.

As a result, the price of logs for Prairie Rivers Log Products has climbed twenty-five percent. These new prices will increase the cost of a large cabin (one similar to the large cabins built by Hamilton County Conservation Board), by about two percent. As a nonprofit, Prairie Rivers of Iowa is working hard to keep costs low for customers and is proud of limiting this expansion to a relatively low amount overall.



© Mike Brandrup



© Mike Brandrup



© Mike Brandrup



Mike Brandrup,  
Log Products Coordinator



© Mike Brandrup



### Assistance with other Prairie Rivers Projects.

The School Gardens at Kate Mitchell Elementary were taken apart due to anticipated construction at the school. The white oak raised beds were disassembled and repurposed for use at Sawyer Elementary School as their raised beds.

Outdoor Learning Environments in Iowa - Outdoor classroom locations constructed with support from the Iowa Department of Transportation's Living Roadway Trust Fund were located and inspected through site visits. Each site was photographed and assessed on usage and condition which was then presented to the Iowa Department of Transportation Living Roadway Trust Fund.

### Future

We look forward to the growth in the future for this program.

Working with Prairie Rivers of Iowa for our log cabins in Hamilton County was quick and easy. Prairie Rivers of Iowa staff estimated the exact quantity, followed up with the milling process, and the orders were completed in a timely manner. This made our construction of the cabins stay within our expected time frame.

*- Brian Lammers, Hamilton County Conservation Director -*

### Major Sponsors for the Log Products Program



# Outdoor Learning Environments in Iowa



© Mike Brandrup

This is an initiative to assist funders of outdoor classrooms/outdoor learning sites in understanding the best ways to support such projects in Iowa.

An outdoor learning environment can be defined as a deliberately selected or designed outdoor setting, used and supported by many in the community, that provides an intentional space for exploration, inquiry and learning to empower environmental literacy and education in any discipline. An outdoor learning environment can be located at a school, at a community location like a library, in a park, as a thoughtfully-planned space adjacent to a natural area, or in other places where the outdoor setting can enhance educational opportunities for learners of any age.

This initiative began in late 2013 with a pilot project conducted for the Living Roadway Trust Fund at the Iowa Department of Transportation.

## Major Accomplishments

- Received support from the Living Roadway Trust Fund (Iowa Department of Transportation) and Resource Enhancement and Protection Conservation Education Program (Iowa Department of Natural Resources) for a full-year initiative to assess how to best support outdoor learning environments in Iowa.
- Researched best practices in outdoor classroom/outdoor learning environment design, maintenance, implementation, and management through conversations and literature review of national and international models.
- Conducted a site inventory of all existing outdoor classroom sites previously funded by the Living Roadway Trust Fund and surveyed hundreds of other known outdoor classroom sites in Iowa to identify challenges, successes, and strategies for supporting their activities.
- Attended the Nature Explore/Outdoor Classroom Project Leadership Institute in July at the Arbor Day Farm in Nebraska City, Nebraska to network with outdoor classroom leaders from across the country.



© Mike Brandrup



© Mike Brandrup



John Mazello,  
Project Coordinator



© Mike Brandrup



- Prepared a detailed final report on our findings and strategies for future opportunities to support outdoor learning environments, which was delivered in early 2015.

## Future

In 2015, we will continue to work with outdoor learning environment funders and supporters to identify opportunities to put into action our recommendations for enhancing and building these projects in Iowa.

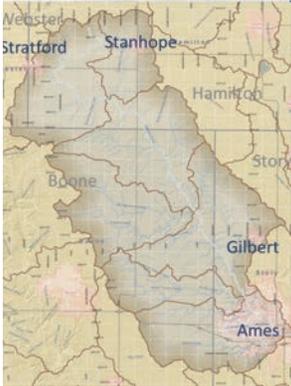
“ Young people finding no peace in their lives can find some connection to when their people, their ancestors lived in peace and were totally connected to nature...my own observation and experiences of students I have worked with reveal the need for natural world outdoor classrooms to be available for all students at every age. ”

-An educator in describing the benefit of outdoor classrooms and our work supporting Outdoor Learning Environments in Iowa -

Major Sponsors for the Outdoor Learning Environments



# Community-led Watershed Efforts



The Squaw Creek Watershed Management Authority's mission is to engage, educate and encourage all citizens to improve the health, stewardship and resiliency of our watershed resources.

## Major Accomplishments

The Watershed Management Plan was established with goals and strategies for twenty years. The six goals include:

1. Increase people's awareness and understanding of the individual connections and efforts within the watershed.
2. Improve water quality in the watershed.
3. Reduce the effects associated with altered hydrology (heavy flows, diminished base flow) within the watershed.
4. Increase the variety of habitats for animal and plant life in the watershed.
5. Create outstanding recreational opportunities in the watershed.
6. Work cooperatively to identify stakeholders and resources and facilitate partnerships to implement the watershed plan.
7. Facilitate partnerships to implement the watershed plan.

Application was made to the Iowa Department of Agriculture and Land Stewardship for a Water Quality initiative three year grant to begin implementing the watershed goals.

© Hanna Bates



© EOR



Penny Brown Huber  
*Executive Director*



© Hanna Bates



## Future

Implementing the Water Quality Initiative Grant by hiring a Watershed Coordinator and Watershed Educator, holding field days and workshops, and working with producers to put nutrient reduction strategies on their lands.

Identifying partnerships to move the watershed plan forward and evolving the Squaw Creek Watershed Coalition.

Continuing to facilitate the Squaw Creek Watershed Management Authority Board meetings.

Continuing to work with various Iowa State University teams to do research within the watershed.

“The first step in developing an effective watershed management plan for Squaw Creek is to conduct an assessment of the watershed and its waters. It’s really important for us to have a realistic view of the watershed and the challenges facing the Creek such as contaminated runoff and flooding in Ames. We want to make sure our plan is based on solid science.”

- Pat Conrad, EOR Water Resources Specialist -

Major Sponsors for the Squaw Creek Watershed Management Authority



# Urban Forestry



© Shane Donegan

In the second year of our Urban Forestry Program, we took the foundation we built in our first year and used it to move forward. Working with a group of dedicated individuals allowed us to accomplish a lot of effective work over the past year. By continuing to build the urban forest resource in specifically three communities and across Iowa, we are creating an environment that will benefit Iowans for years to come. Our hope is to take these accomplishments and continue to strive for an even stronger Iowa urban forest.

## Major Accomplishments

- Put together Benefits of Community Trees in Iowa publication.
- Helped plan the Iowa Urban Tree Council Annual Awards Luncheon.
- Gave many media interviews on the Emerald Ash Borer challenge (EAB).
- Began coordinating EAB meetings in partnership with the Iowa Urban Tree Council, Iowa State University Extension, Iowa Department of Natural Resources, and the Iowa Department of Agriculture and Land Stewardship.
- Trees for Kids and Trees for Teens are educational programs that incorporate educational experiences with planting trees. A focus is placed on Iowa's elementary and secondary school students. We hope to educate students about the values of trees and to encourage tree planting projects at schools or at other public areas in the state of Iowa. - (<http://www.iowadnr.gov/Education/ForTeachers/EducationTrainingPrograms/TreesforKidsTeens.aspx>)

## Ames

- Taught a Lunch-and-Learn at the USDA lab.
- Finished the Ames EAB Plan and reported it to the Ames City Council for approval.

© Carman Rosburg



© Prairie Rivers of Iowa



*Shane Donegan,  
Urban Forester*





### *Ankeny*

- Benefits of native trees presentation.
- Conducted a park tree inventory.

### *Waukee*

- Presented to Waukee City Council about EAB
- Gave a Proper Tree Planting Workshop

### **Future**

Working on updating publications for the Iowa Urban Tree Council and setting up Young Tree Care workshops for the three communities.

We would like to take time to thank you for your generous support through the sharing of your expertise and advice; it was very much appreciated. We were also grateful for the wonderfully knowledgeable Shane and Evan for their time, talent, and efficiency on the day of planting. The DNR Trees for Kids Grant was an amazing experience and we are so glad to have worked with you and the staff on this educational endeavor that will provide years of enjoyment for many school children!

- *Laura an educator from the Waukee school district* -

Major Sponsors for Urban Forestry



## Letter from our Treasurer



© Carl Krutz

The 2014 year for Prairie Rivers of Iowa continued to show gathering strength in program funding, administrative efforts, and stringent expense control. Solid bookkeeping and accounting procedures are in place, so we were able to know and better understand our finances throughout the year.

Detailed budgeting and reporting through our Finance Committee to the entire Board of Directors has advanced the understanding of the complete financial picture. Cash flow budgeting allows us to anticipate periods of concern so we can react appropriately. Collaboration between staff and the Board is outstanding, with transparency and trust.

Since Prairie Rivers of Iowa administers many grants and funding streams, continued focus has been placed on regular billings and follow-up on open invoices. Our receivables aging report consistently shows our clients paying us within 20 to 45 days.

Diversification of funding streams continues to be a goal so that we are not dependent on a narrow group of clients.

Prairie Rivers of Iowa continues to be a lean organization. Indications and conversations with existing clients, potential partners, and prospective clients show we continually have built a reputation for good work. We are finding many people turning to us early in their planning to partner with them. Consequently, we constantly have a "book" of pending grant applications and budding relationships.

The dedicated staff and volunteer base continues to work to grow our income streams while carefully monitoring spending.



Reed Riskedahl, Treasurer



© Prairie Rivers of Iowa



© Neil Young



© Erv Klaas



Reed Riskedahl,  
Treasurer

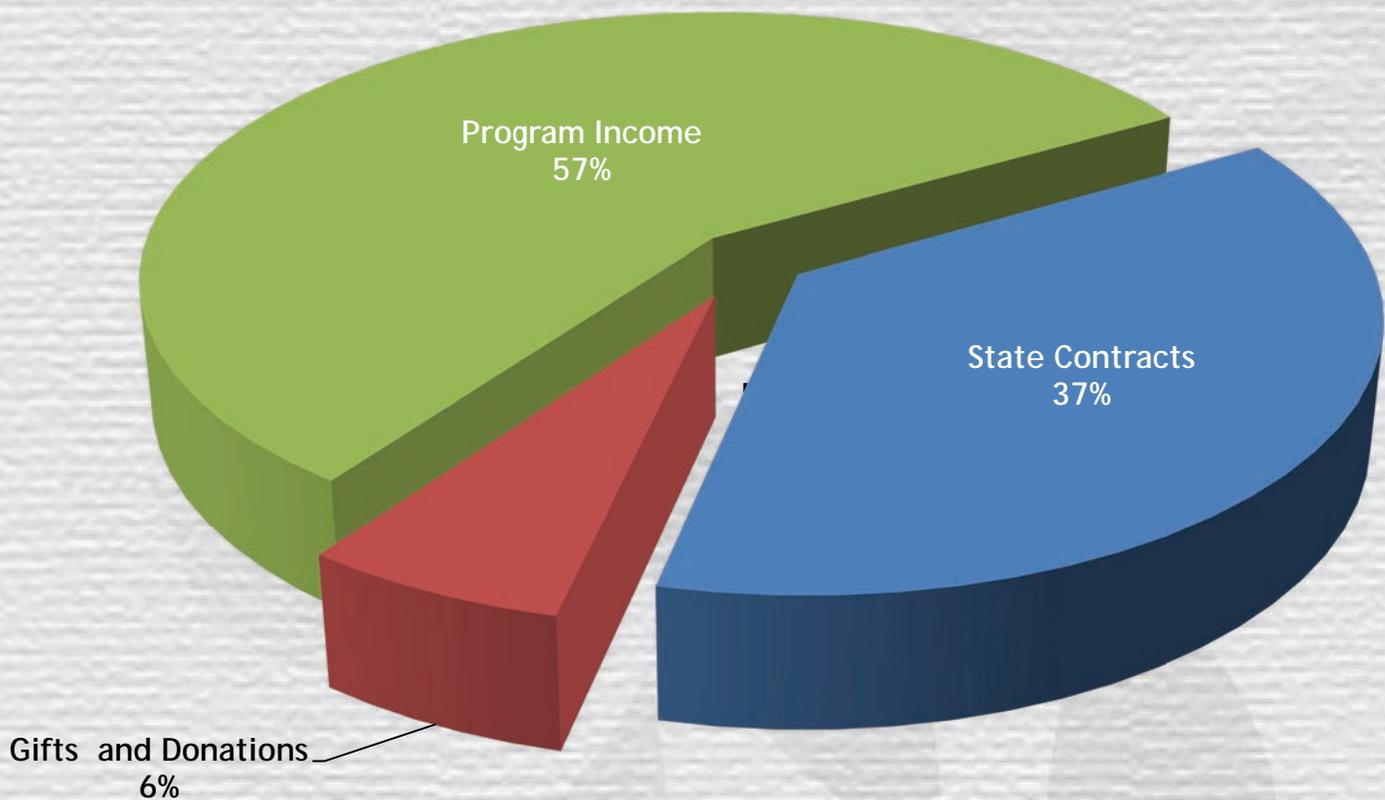


© Carl Krutz

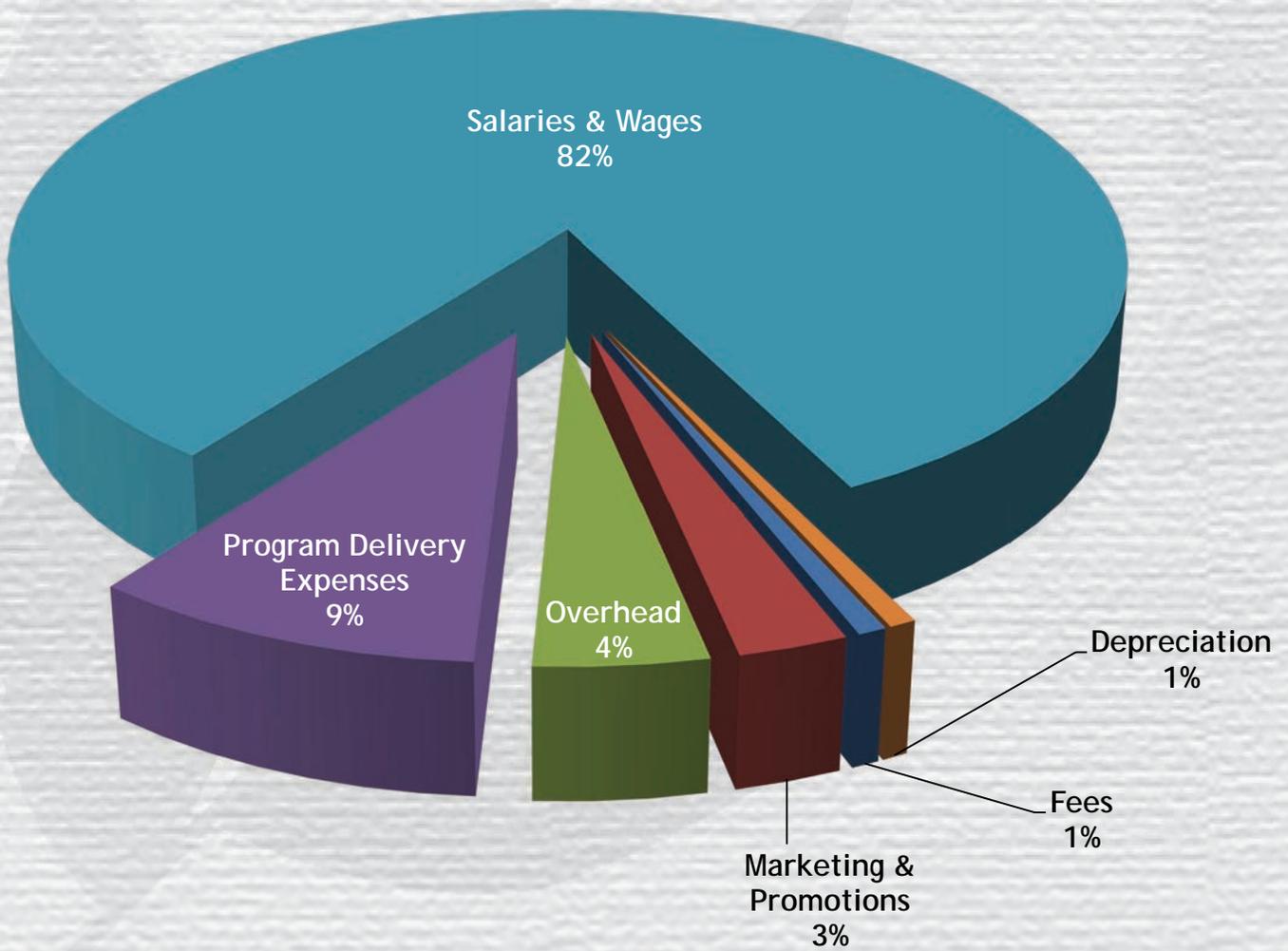
Detailed budgeting and reporting through our Financial Committee to the entire Board of Directors has advanced the understanding of the complete financial picture.

- Reed Riskedahl, Treasurer -

## Income



## Expenses



Prairie Rivers of Iowa RC&D  
Profit & Loss  
January through December 2014  
Cash Basis

Ordinary Income/Expense	Jan-Dec 14	% of Income
Income		
State Contracts	158,258.50	36.87%
Gifts and Donations	27,259.11	06.35%
Program Income	243,671.62	56.78%
	<u><u>429,189.23</u></u>	<u><u>100.00%</u></u>
<b>Total Income</b>		
	429,189.23	
Expenses		
Fees	3,227.17	00.69%
Marketing & Promotions	12,320.77	02.65%
Overhead	19,425.33	04.17%
Program Delivery Expenses	44,051.49	09.46%
Salaries & Wages	383,727.38	82.38%
Description	3,029.00	00.65%
	<u><u>465,781.14</u></u>	<u><u>100.00%</u></u>
<b>Total Expenses</b>		
	(36,591.91)	
<b>Net Ordinary Income</b>		

## 2014 Sponsors and Collaborating Partners

One of the distinguishing elements about the vast programs making up Prairie Rivers of Iowa is our ability to collaborate with other organizations and sponsors. We bring the right people, ideas, and experience to the table and move projects and initiatives forward. Either through our Lincoln Highway Heritage Byway Program including our Kids on the Byway year-round educational opportunities, Central Iowa Local Food Systems, Log Products, or Urban Forestry, we are honored to have collaborated with these organizations work with our distinguished sponsors for their financial support in 2014:

- ◆ Boards of Supervisors of Boone, Hamilton, Hardin, Marshall, Story and Webster Counties
- ◆ Alliant Energy Foundation
- ◆ AmeriCorps Vista
- ◆ Ames Amateur Astronomy Club
- ◆ Ames Convention and Visitors Bureau
- ◆ Ames Izaak Walton League
- ◆ Ames Main Street Cultural District
- ◆ Ames Main Street Farmers Market
- ◆ Ames Middle School
- ◆ Ames Municipal Airport
- ◆ Ames Resource Recovery Plant
- ◆ Ames' Water Treatment Plant
- ◆ Batey Ltd.
- ◆ Beginning Farmers
- ◆ Boone & Scenic Valley Railroad
- ◆ Boone County Historical Society
- ◆ Boone Historical Society: Pam Schwartz
- ◆ Boone Scenic Valley and Railroad Museum
- ◆ Buena Vista County Conservation Board
- ◆ Byways of Iowa Coalition
- ◆ Byways of Iowa Foundation
- ◆ Central Iowa Tourism
- ◆ Cities of Ames, Ankeny, Gilbert, Stanhope & Waukee
- ◆ Community citizens and volunteers
- ◆ County Conservation Boards of Boone, Hamilton, Story, and Webster
- ◆ Danfoss Power Solutions
- ◆ Dave Scott Construction
- ◆ Diversity Farms
- ◆ Door and Fence Store
- ◆ Dutch Oven Bakery, Inc.
- ◆ East Hy-Vee Dietitian - Amy Clark
- ◆ Emmons & Olivier Engineering
- ◆ Explorer Garden Club of Council Bluffs
- ◆ Fareway: Caitlyn Lines
- ◆ Ferguson Woods: Grant Twedt
- ◆ Friends of Little Wall Lake
- ◆ Friends of Roosevelt Park
- ◆ Global Reach Internet Productions, LLC
- ◆ Griggs Environmental Strategies, Inc.
- ◆ Hamilton County Conservation Board
- ◆ Hy-Vee
- ◆ IACCBE
- ◆ Iowa Agricultural Mitigation Bank
- ◆ Iowa Choice Harvest
- ◆ Iowa Department of Agriculture and Land Stewardship
- ◆ Iowa Department of Natural Resources REAP
- ◆ Iowa Department of Transportation Iowa Byways
- ◆ Iowa Department of Transportation Living Roadway Trust Fund
- ◆ Iowa DNR Forestry Division
- ◆ Iowa Environmental Council
- ◆ Iowa Hops Company
- ◆ Iowa League of RC&D's Association
- ◆ Iowa Lincoln Highway Association
- ◆ Iowa Small Business Development Centers
- ◆ Iowa State University AMS Chapter: Elwynn Taylor
- ◆ Iowa State University Compost
- ◆ Iowa State University Extension
- ◆ Iowa Urban Tree Council
- ◆ Iowa Valley RC&D
- ◆ Iowa Wildlife Center - Marlene Ehresman
- ◆ ISU Gaffer's Guild
- ◆ ISU Graduate Astronomy Students: Al Johnson, Jim & Deb Bonser, Ed Engle, Jim Gohman
- ◆ ISU Meteorology Club: Cassie Happel, Sean Stelton

- ◆ ISU Physics and Astronomy Club: Alicia Carter,
- ◆ Daniel Messina, Jennifer York, Sara Mechtel
- ◆ ISU PrISUm
- ◆ Jax Outdoor Gear Store
- ◆ John Polhman
- ◆ Jordan House: Louise Gately
- ◆ Kate Mitchell Elementary
- ◆ Klatt and Associates
- ◆ Ledges State Park
- ◆ Lowe's Companies Inc.
- ◆ Marshalltown County Conservation
- ◆ Meeker Elementary
- ◆ North Tama Elementary
- ◆ Pheasant Run Farm: Ann Franzenburg
- ◆ Pheasants Forever
- ◆ Pioneer Hi-Bred International
- ◆ Power Film, Inc.
- ◆ Practical Farmers of Iowa
- ◆ Prairie Bloom Farm
- ◆ Program of the National Institute of Food & Agriculture
- ◆ Reichert's Dairy Air
- ◆ Sawyer Elementary
- ◆ Soil and Water Conservation Districts of Boone,  
Hamilton, Hardin, Marshall, Webster Counties Story
- ◆ Squaw Creek Watershed Coalition
- ◆ Squaw Creek Watershed Management Authority
- ◆ Story County
- ◆ Story County Conservation
- ◆ Story County Sun/Ames Tribune
- ◆ Surefire Fitness
- ◆ Tama County Public Health: Linda Rosenberger
- ◆ Technical Service Providers
- ◆ The State Historical Museum of Iowa
- ◆ TJ Farm
- ◆ United Way of Story County
- ◆ University of Northern Iowa Center for Energy &  
Environmental Education
- ◆ Upper Iowa University Environmental Issues Instruction
- ◆ USDA Natural Resource Conservation Service
- ◆ USDA Rural Development
- ◆ Van Wall Equipment
- ◆ Volunteer Center of Story County
- ◆ Wabi Sabi Farm
- ◆ Wellmark Foundation
- ◆ Wellness Center - Tama: Dana Davenport
- ◆ Wells Fargo Bank
- ◆ West Des Moines Historical Society
- ◆ Wheatsfield Cooperative
- ◆ Women Food and Agricultural Network
- ◆ Woodruff Companies

## 2014 Board of Directors



Jim Richardson  
*President  
Hamilton*



Erwin Klaas  
*Vice President  
Story*



Reed Riskedahl  
*Treasurer  
Marshall*



Scott Smith  
*Secretary  
Hamilton*



Mike Cox  
*Story*



Kevin Griggs  
*Boone*



Gary Hammitt  
*Webster*



Jennifer Ingledue  
*Hardin*



Linda Johnson  
*Story*



Eric Nielsen  
*Hardin*



Larry Pfantz  
*Marshall*



Don Seamonds  
*Webster*



Maureen Seamonds  
*Webster*



Steve Smith  
*Marshall*



Cliff Weldon  
*Hamilton*

## 2014 Finance Committee Members



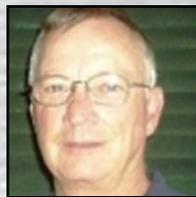
Amber Corrieri



Jon Hunstock



Erwin Klaas



Jim Richardson



Reed Riskedahl  
*Committee Chair*

## 2014 Program Committee Members



Kelly Foss



Kevin Griggs  
*Finance Chair*



Jennifer Ingledue



Erwin Klaas



Eric Nielsen



Steve Smith



Elliot Thompson



Sally Wilson

## Prairie Rivers of Iowa Staff



Penny Brown Huber  
*Executive Director*



Mike Brandrup  
*Log Products  
Coordinator*



Shane Donegan  
*Urban Forestry  
Specialist*



Lauren Gilbert  
*Garden  
Coordinator*



Kayla Hasper  
*Marketing Assistant*



Angie Hettinger  
*Byway  
Coordinator*



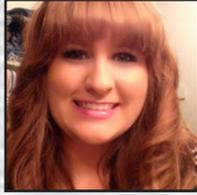
Jessica Johnson  
*Marketing  
Coordinator*



Amy Larrance  
*Lincoln Highway  
Intern*



Magon Liu  
*Kids on the Byway  
Project Coordinator*



Abby Lundquist  
*Office Assistant*



John Mazzello  
*Project Coordinator*



Joni Pine  
*Development  
Coordinator*



Ruth Hulstrom  
*Central Iowa Local  
Foods Coordinator*



Carman Rosburg  
*Office Manager*





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# Lincoln Highway Heritage Byway



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# PRAIRIE *of Iowa* RIVERS



© Volunteer Center Story County



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# Local Foods