



PRAIRIE RIVERS

of Iowa



2016

Annual Report

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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.

ADVOCATE

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

PARTNER

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

EDUCATE

We foster the environment by 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.

TRANSPARENCY

We approach opportunities and challenges with unbiased, candid and open communication.

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



Prairie Rivers of Iowa is a federally-authorized non-profit organization dedicated to creating a better environment for the citizens of Iowa.

We provide educational services for Iowans that create awareness and understanding, which leads to better conservation of our natural and historical resources.

Our organization builds partnerships with and utilizes local experts; this empowers people to understand, create and support a healthy, natural environment.

Iowans profit from our organization because we improve the local economy, create a strong sense of community, as well as invest resources back into the state of Iowa. We remain focused on our mission to help Iowa communities.



LETTER TO OUR SUPPORTERS

by Penny Brown Huber, Executive Director
Reed Riskedahl, Board President



Greetings and welcome to the 2016 Annual Report,

You will see as you read our Annual Report that in 2016 we were busy. Our organization started implementing a new three-year strategic plan. The Board worked on adding a new Core Value Statement on Transparency, and we began expanding our Board leadership.

Prairie Rivers of Iowa has outstanding staff delivering dynamic programs throughout Iowa. The staff continued to strengthen and expand our programs and we focused on building long lasting partnerships in support of our natural resources. The accomplishments have been many and we are proud of the continued progress Prairie Rivers of Iowa has seen in its' programs, staff leadership and Board support.

As you review all that we are sharing, we hope it will inspire you to get involved. Iowans and their interest in our natural resources continues to be an important investment in our state's future. We welcome you to visit with our staff and Board members and, hopefully, we will see you at one of our great programs in the future.

Best wishes,

Reed Riskedahl, Board President

Penny Brown Huber, Executive Director



PROGRAM OVERVIEW



At Prairie Rivers of Iowa, 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 at: www.prrcd.org.

LINCOLN HIGHWAY HERITAGE BYWAY



The Lincoln Highway was the first improved transcontinental road and is Iowa's longest and most historic byway. It continues to be a strong economic development engine for local economies and an enduring symbol of civic pride in the 13 counties and 43 communities it travels through in Iowa. We are focused on community-driven projects to "tell the story of the places and people of the Lincoln Highway."

OUTDOOR LEARNING ENVIRONMENTS IN IOWA

This is a project that 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. These outdoor environments also provide intentional space for exploration, inquiry and learning to empower environmental literacy and education in any discipline.



WATERSHEDS AND WATERWAYS



Interest in water quality and soil health brings together a diverse group of city residents, farmers and landowners who collaborate to build healthy watersheds for improved natural habitats, outdoor recreation and clean water. One of our partners is the Squaw Creek Watershed Management Authority. This board is representative of the entire watershed: Story, Boone and Hamilton counties; soil and water conservation districts; and the cities of Ames, Gilbert and Stanhope.

PROGRAM OVERVIEW

OUR MISSION: *To promote community-based stewardship that will improve the quality of life of our citizens, to preserve the ecological integrity of the land and to meet the economic aspirations of Iowa landowners and communities.*

CENTRAL IOWA LOCAL FOODS

Building a dynamic local food system involves encouraging healthy living, teaching responsible farming, as well as partnering with others to strengthen our communities. The Central Iowa Garden Project facilitated the development of garden committees in various schools, workplaces and cities in Story, Boone and Hardin counties. Other projects are in development to keep our local food system engaged in research-based practices.



LOG PRODUCTS

This program specializes in providing Iowa-grown, Iowa-manufactured, white oak logs that do not require any chemical or preservative treatment and naturally decay-resistant. Prairie Rivers of Iowa 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 for generations to come.



Prairie Rivers of Iowa plays a unique role in Iowa. As one of the only non-profit organizations focusing on both conserving our natural resources and building stronger businesses and communities, we bring unique expertise to creatively address some of Iowa's most challenging needs. From assisting small communities in marketing themselves to travelers, to supporting students in becoming environmentally-literate citizens, to training the next generation of responsible farmers and producers, Prairie Rivers of Iowa helps Iowans create a stronger and healthier state.

LINCOLN HIGHWAY HERITAGE BYWAY REPORT



Iowa's longest and most historic byway travels through 13 counties and 43 communities, covering 460 miles across the state. PRI coordinates this community-driven statewide initiative to "tell the story of the places and people of the Lincoln Highway." With a focus on community projects, the program works to improve the quality of life for Iowans in communities along the route, as well as enhance the experience for travelers along the Byway. The program is committed to the conservation, preservation and responsible use of all the byway's natural, historical, cultural and community resources.



Jan Gammon
Lincoln Highway
Heritage Byway
Coordinator
2015-Present

This past year, the Lincoln Highway Heritage Byway (LHHB) completed a Corridor Management Plan. This document covers the history of the highway, the six intrinsic qualities that make up a byway (archaeological, cultural, historic, natural, recreational and scenic), as well as identifies proposed projects by county and state levels.

One section addresses changes to the road. In many places in the state, the Lincoln Highway is the same as Highway 30. Highway 30 is a part of Iowa's Commercial and Industrial Network (CIN) and the National Highway System, which has been identified as important for the nation's economy, defense and mobility. A marketing strategy is also included in the plan and a separate interpretive plan will be completed later in 2017.



Laurelin Haas
Lincoln Highway
Heritage Byway
Assistant
Spring-
Winter 2016

The LHHB worked with the other Iowa Byways on a first-time-ever booth at the Iowa State Fair. Many Iowa DOT Byway booklets, individual Byway brochures, as well as partnering attractions and cities' pamphlets, were given out over the 11-day event. The Prairie Rivers of Iowa Board and staff helped man the booth for several days.

The LHHB also helped with the Heartland Byway Conference, held April 4-6, 2016, in Council Bluffs. We helped with advertising and designing programs, menus, daily schedule boards and speaker room billboards. We helped with setup and teardown; set up projectors and laptops for speakers; and served on a speaker's panel and as a room and tour attendant.

CONNECT WITH US!



Lincoln Highway Heritage Byway



Lincoln Highway Heritage Byway - Iowa

MAJOR SPONSORS:



LINCOLN HIGHWAY HERITAGE BYWAY



OTHER PROJECTS/DUTIES INCLUDE:

- Serving as the Iowa Lincoln Highway Association's (ILHA) secretary and editor of their quarterly newsletter
- Working with the ILHA on their website and FaceBook pages to keep them current
- Assisting the ILHA with planning for the 2017 National Conference to be held June 20-24 in Denison, Iowa
- Hosting a Lincoln Highway Heritage Byway Advisory Board meeting
- Working with communities and counties to install missing Byway signs
- Submitting an application to the DOT for a Byway Loop in State Center
- Creating a new 52-page brochure about the LHHB and its intrinsic qualities
- Creating another brochure about Camping and Recreation along the Lincoln Highway
- Designing four interpretive panels that were installed at the Deep Rock Gas Station in Jefferson, the water tower in Scranton, and the Lion's Club Tree Park
- Working to preserve Preston's Garage in Belle Plaine, the historic Lincoln Highway Bridge in Tama and the Wapsi River Bridges area in Clinton County
- Manning booths at Woodbine's 150th Celebration, LeGrand's 125th Celebration, and Lincoln Highway Days in Nevada
- Presenting about the Lincoln Highway and the Byway at a Jefferson Rotary meeting and at LeGrand's Pioneer Library
- Helping promote the Byway, the cities it travels through, and its many activities along the route through press releases, blogging, Facebook posts and website updates

NATURAL RESOURCES EDUCATION REPORT



NATURAL RESOURCES EDUCATION

Program provides a unique opportunity to Iowans that builds community value through the creation of accessible and vibrant outdoor learning spaces. These spaces for exploration, inquiry, and learning foster an appreciation for environmental literacy and education in any discipline, enhance relationships with the outdoors, and inspire people with Iowa's native landscape.



Annie Fangman
Natural Resources
Educator
2015-Present

- Hosted citizen-scientist team meetings with the Iowa State University Water and Climate Change group
- Attended numerous community events, school classrooms, collegiate activities, farmers markets, county fairs, and partner organizations events to spread the word of soil health and water quality, and to promote Prairie Rivers of Iowa programs and our hosted events
- Developed the Prairie Rivers of Iowa Strategic Plan for the Natural Resources Education Program
- Developed the Education Work Plan for the Squaw Creek Watershed
- Helped plan and execute the July 2016 Field Day for the Squaw Creek Watershed
- Wrote and received grant for a prairie root from the Tallgrass Prairie Center to create a display on the importance of prairie in our Iowa ecosystems and for soil health
- Designed and created 4 soil tube models to display soil conditions and compare cover crops, prairie, bioreactor, and regular field soil
- Attended the Master River Steward Training the Facilitator workshop and received certification to host a training session for the Squaw Creek Watershed and began planning the series for the Spring of 2017
- Planned and presented on soil health at the Ames Eco-Fair using edible soil cups
- Presented at the Iowa Children's Water Festival
- Hosted a tour with Tim Youngquist of the Prairie STRIPS project at Neal Smith Wildlife Refuge
- Created banners that show soil health concepts and both edge-of-field and in-field conservation practices

MAJOR SPONSORS:



OUTDOOR LEARNING ENVIRONMENTS (OLEs)

- Met with potential partners for the Outdoor Learning Environments Program
- Presented the new Outdoor Learning Environment Program at the Iowa DOT's Living Roadway Trust Fund Technical Advisory meeting in February
- Developed the Pilot 'Outdoor Learning Environment Grant Program' and developed applications, resource guide, and web pages
- Launched the pilot with a press release and began accepting applications for projects
- Worked with community groups on developing outdoor learning environment projects
- Developed partnership with Story County Conservation in serving two elementary schools with teaching design techniques for pollinator gardens at their schools
- Wrote and received a grant from Living Roadway Trust Fund to develop the Outdoor Learning Environment network, communication hub, workshops, and conference.
- Attended the Taking STEM Outside workshop
- Attended the Nature Explore Conference at the Arbor Day Farm in Nebraska City, NE
- Reviewed ISU Student work for the Landscape Architecture Mt. Airy Schoolyards Studio class that was designing and implementing green schoolyards in Philadelphia

WATERSHEDS & WATERWAYS REPORT



Program serves area watersheds and provides technical and conceptual information related to watershed management. Program brings together a diverse group of city residents, government officials and farmers and landowners who collaborate to build healthy watersheds for improved natural habitats, outdoor recreation and clean water.

2016 ACCOMPLISHMENTS

- Hired a new Watershed Coordinator to coordinate the Water Quality Initiative project for Squaw Creek Watershed and to work with farmers, landowners, and partnering organizations
- Hosted a Soil Health Tools and Equipment Field Day in Boone County
- Created a fact sheet series about each of the practices we offer cost-share for in Squaw Creek Watershed
- Attended numerous community events, school classrooms, collegiate activities, farmers markets, county fairs, and partner organizations events to spread the word of soil health and water quality
- Hired an intern from the Agriculture Communications and Journalism programs at Iowa State to create a video series, which enhances awareness of certain conservation practices, features soil health-minded farmers, and collaborates with partnering organizations
- Installed two water quality monitors in partnership with the City of Ames (Squaw Creek) and Story County Conservation (East Indian Creek), which measure nitrates, phosphorus, E.coli and others monthly and during rain events - results posted on our website
- Quarterly email and printed newsletter to keep partners and stakeholders up-to-date on our programming and activities
- Squaw Creek Watershed Cost-share:
 - Cover Crops: 589 acres
 - Bioreactor: 1 unit
 - Extended rotation: 10.5 acres
 - Strip-till: 70.62 acres



Hanna Bates
Watershed Coordinator
2015-Fall 2016



Kayla Hasper
Watershed Coordinator
Fall 2013-Present



Emma Wilson
Watershed Education
Assistant
Fall 2016-Spring 2017

WATERSHEDS & WATERWAYS

- Wrote and received a Conservation Innovation Grant (CIG) from the federal NRCS to write a management plan for the Keigley Branch-South Skunk Watershed
- Wrote and received grant for a prairie root from the Tallgrass Prairie Center to create a display on the importance of prairie in our Iowa ecosystems and for soil health



CONNECT WITH US!



MAJOR SPONSORS:





STORIES

FIELD DAY

On a warm Saturday July afternoon, 77 Squaw Creek Watershed farmers and community members gathered at Al Lingren’s farm in Ogden for a field day on soil health equipment and tools. The agenda featured a welcome from Prairie Rivers of Iowa and the Squaw Creek Watershed Management Authority Board, followed by a presentation from the Iowa Secretary of Agriculture, Bill Northey.

The group then split up into small groups to rotate through the breakout sessions, which were:

- Strip-till equipment and aerial cover crop application, featured by host farmer Al Lingren and field extension agronomy Angie Reick-Hinz
- Soil health trailer and infiltration demonstration, featured by NRCS agronomist Alan Wedemeyer
- Hagie Highboy with cover crop interseeder, featured by Iowa Cover Crop service
- Soil Scan 360 machine, featured by ISU Extension water quality program manager Jamie Benning

To finish off the day, the attendees met back in the barn for a refreshing ice cream treat, as well as some time to mingle with others and to get information from partner organizations tables.

Reflecting on the day, the Watersheds & Waterways team is very pleased with the turnout of the event. It was great for us to meet some new stakeholders in the watershed, as well as see old friends and supporters. We feel that the variety of educators and educational materials that were given that day will be beneficial in all of the attendee’s lives as they make their choices in conservation in the years to come.

ONE-STOP COVER CROP SERVICE

Prairie Rivers of Iowa, in partnership with Story and Boone Soil and Water Conservation Districts, took the hassle out of fall cover crop application by providing a “One Stop Cover Crop Service” to farmers in the Squaw Creek Watershed. This program provided the opportunity for the farmer to tell us what seed they wanted on what fields, and we arranged the buying of the seed and the application service.

The farmer received a bill for the service and then could apply for the cost-share program through our Water Quality Initiative funds in the Squaw Creek Watershed.

This program was successful in increasing adoption of cover crops in the watershed by having 17 producers utilize the program and seeding 1,611 acres of cover crops. Most farmers chose cereal rye as their cover crop and had it flown on by Iowa Cover Crop. There were farmers, however, that utilized oats and a mixture of cover crop seeds; all being successful at controlling soil erosion from the fields during the off-season of our cash crops in Iowa. We will continue the program in 2017 and hope to double the acres of cover crops applied in the Squaw Creek Watershed.



CENTRAL IOWA
LOCAL FOODS
REPORT

Program works to build a dynamic local food system that emphasizes healthy living, responsible farming and developing partnerships to strengthen communities. Through efforts like the Central Iowa Garden Project and events like the Local Food Cycle, we are able to educate the public and keep them engaged about the importance of research-based practices and how those benefit everyone in the community.

ASH BRUXVOORT NAMED LOCAL FOODS COORDINATOR

Ash Bruxvoort started as the Local Foods Coordinator in March 2016. A partnership between Prairie Rivers of Iowa and Iowa State University Extension and Outreach, this position helped shape the local food system in Story and Boone counties by fostering relationships that brought allies together from across various sectors. Ash attended the University of Iowa, where she volunteered with Local Foods Connection, an organization that helps low-income families access healthy, local food and how to prepare it. After working two years at The Nature Conservancy in Iowa, Ash worked in three sustainable vegetable farms across the country before returning to Iowa as the communications coordinator for the Iowa Food Cooperative.



Ash Bruxvoort
Local Foods
& Gardens
Coordinator
Spring 2016-
Winter 2016

LOCAL FOOD CYCLE

Prairie Rivers of Iowa, along with Iowa State University Extension and the Sustainable Agriculture Student Association, hosted the third annual Local Food Cycle on Sunday, Sept. 18. This 45 mile culinary bike ride celebrating healthy sustainable food systems in Central Iowa took riders throughout Story and Boone counties. Riders got the chance to explore local farms and businesses while sampling food prepared by local chefs with local ingredients.

The ride featured stops at four local farms with different approaches to their operations, giving participants the opportunity to gain a better understanding of central Iowa agriculture. At another stop, riders were able to sample beers from Boone Valley Brewing, making this the first time a local brewery was featured on the ride.



MAJOR SPONSORS:



Students at Nevada Elementary learn about the importance of local food systems for communities by observing a school garden.



LOG PRODUCTS REPORT

Program specializes in providing lowa-grown and lowa-manufactured white oak logs to various projects across the state. We partner with lowa county conservation boards to build unique log cabins in county parks around lowa that are environmentally stable and have the durability to last generations.

SIXTH CABIN COMPLETED IN HAMILTON COUNTY

For a number of years, Prairie Rivers of Iowa has purchased lowa-grown and lowa-manufactured white oak logs. These logs have been used to build 15 eco-friendly cabins in varying sizes and locations around the state.

Hamilton County in north-central Iowa is home to a few of these beautiful cabins. They started building cabins four years ago and finished building their sixth cabin in summer 2016. This cabin is located in Briggs Woods Park near Webster City, and is the product of collaboration between the Hamilton County Conservation Board and Legacy Learning Boone River Valley. The groups teamed up to write a grant to build a cabin that could be used not only for overnight rentals, but also as a location where Legacy Learning could host classes.

Because of this, this cabin features a different layout than its predecessors, though it can still sleep 12-15 people. An open-concept layout on the first floor serves as a place for the community to hold gatherings, meetings, parties and classes. It has access to tables, chairs and a large TV that can be hooked up to computers for presentations. This promises to be a great opportunity for the community, as there is not a similar space like it in the area.



Mike Brandrup
Log Products
Coordinator
2012-Present

MADRID COMMUNITY GARDEN ESTABLISHED

After a year of work and planning, the Madrid Community Garden was in full bloom in 2016. Twenty-nine community members came together to take care of the raised garden beds that total over 3000 square feet of garden space. The City of Madrid donated the land and contributed financially, as did the Madrid Action Committee and the Madrid Lions Club. The garden was supported through a partnership between Prairie Rivers of Iowa and Iowa State University Extension and Outreach called the Central Iowa Garden Project. These organizations provided the technical and administrative support for the garden.

Gardening beds were available to community members free of charge and those in charge of the garden were keen to make a commitment to educating new gardeners. A composting workshop open to community members and gardeners took place in July and the more experienced gardeners pass their knowledge to newer gardeners. Students from the local high school were using various plots to grow herbs for a culinary class and to conduct soil analyses for a science class.



MAJOR SPONSORS:



FUTURE OF LOG PRODUCTS

2017 will bring an end to the Log Products Program. In March 2017, the sawmill in southeast Iowa that produced log cabin logs for Prairie Rivers was set to institute changes that required the disconnection and removal of the Pendu Molder. The small volume of logs produced and sold could not justify the re-connection and re-installation of the Pendu, and as a result, it was placed in storage.

In the early stages of log cabin projects, cabins were constructed using ruff sawn 6x6's. Those cabins were structurally-sound and aesthetically correct, but with the introduction of the Pendu Molder, customers overwhelmingly preferred to use the molded logs because they provided a distinctly unique product different from the square 6x6's. By comparison, these square 6x6's could be produced by any sawmill and were thus much lower priced than the molded logs Prairie Rivers produced. As a result, customers found there was no need to buy cabin logs from Prairie Rivers, but could go directly to their local sawmill and buy logs for a considerably lower price.

As the program winds down, the Pendu Molder will be offered for sale. Mike Brandrup is set to join the Watersheds and Waterways team at Prairie Rivers of Iowa to assist in their various projects.



MARKETING REPORT

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.



Jessica Johnson
Marketing
Coordinator
2012-2016

Soil Health Equipment and Tools Field Day

On July 23, 2016, Prairie Rivers of Iowa hosted a field day at Al Lingren's farm in Ogden. A total of 77 Squaw Creek Watershed farmers and community members gathered to learn about soil health and the equipment and tools that can be used to monitor it. Iowa Secretary of State Bill Northey served as the keynote speaker. Following his address, participants split into groups for workshops, a farm tour, and presentations by soil health experts.

The marketing department sent out a series of press releases about the event and put together media kits to give to local media outlets that attended. These kits included information about the day's events as well as information on Prairie Rivers and our partnering organizations. Technology Intern Joshua Petefish shot video footage of the event, and Ash Bruxvoort, Local Foods Coordinator, helped out by taking photos throughout the day.



Meredith Ponder
Marketing & PR
Assistant
2015-Winter 2016

Lincoln Highway Heritage Byway Corridor Management Plan

This year, the Lincoln Highway Heritage Byway completed its Corridor Management Plan (CMP). The CMP is a long-term plan for the byway and identifies future opportunities to work with communities, highlights local attractions and develops ideas for bringing more travelers to Lincoln Highway towns. This project was an immense undertaking for all involved.

The process began in the spring with initial discussions of CMP design and themes. Press releases were written and distributed to towns along the Byway to promote public input meetings and encourage others to attend. The formal design process for this 400+ page document began in September 2016 with the initial layout concept. This concept was refined throughout the coming months. During the month of November, approximately 124 hours went into layout and design alone. The project was completed in December and can be found on the Byway website.



Aimee Burch
Public Relations
& Marketing
Coordinator
Summer 2016-Present

Other 2016 Accomplishments

PRAIRIE RIVERS OF IOWA

- Continually updated website and monitored analytics (done by all)
- Posted to social media profiles and monitored analytics (done by all)

- Routinely updated Google AdWords
- Periodically updated database
- Drafted PRI branding information
- Wrote articles for PRI blog and newsletters



- Designed and distributed PRI newsletter (x3)
- Designed 2015 PRI Annual Report
- Designed PRI holiday card

SQUAW CREEK WATERSHED

- Continual updates to website (done by all)
- Wrote and distributed press release about one-stop cover crop service

FIELD DAY

- Wrote and distributed press release
- Created media kit
- Products designed:
- Flyer and postcard promoting cost-share
- Postcard and flyer for Heartland meeting
- Large poster
- Cover crop postcard
- Conservation practice fact sheet series
- Designed and printed the Fall 2016 Watershed Newsletter
- Wrote and distributed press release regarding Kayla Hasper’s hiring as Watershed Coordinator



NATURAL RESOURCES

PRODUCTS CREATED

- LRTF pamphlet

LOG PRODUCTS

- Interviewed Mike and wrote article about the cabins
- Ordered brochures

LOCAL FOODS

- Wrote and distributed press release about Local Food Cycle (LFC)
- Designed and printed Q-card
- Designed and ordered swag items
- Created media kits for LFC
- Took photos at LFC
- Worked LFC stops
- Designed LFC thank-you

LINCOLN HIGHWAY HERITAGE BYWAY

- Continuously updated the website and monitored analytics for website and social media profiles

CORRIDOR MANAGEMENT PLAN (CMP)

- Wrote and distributed press releases regarding public input meetings
- Designed and did layout for CMP
- Sent to print

INTERPRETIVE PANELS

- Completed a mock-up of potential design
- Designed and edited four interpretive panels (Deep Rock, Lions Club 1, Lions Club 2, and Scranton Water Tower)
- Also attended related meetings

LHHB BROCHURE

- Contacted vendors about purchasing ads - wrote letter and created tracking sheet
- Designed brochure layout
- Designed and placed ads in the brochure
- Distributed them once printed

STATE FAIR

- Wrote and distributed press release
- Prepared flyer
- Worked Byways Booth

IOWA LINCOLN HIGHWAY ASSOCIATION

- Continuously updated the website and monitored analytics
- Updated website manual
- Designed and edited newsletter (x4)
- Continuously scheduled Facebook posts and monitored profile

MERCHANT MEMBERSHIP PROGRAM

- Designed flyer
- Created tracking system
- Coordinated Boone County merchant sales
- Coordinated Greene County merchant sales
- Wrote invoices
- Updated merchant membership website

PRODUCTS CREATED

- ILHA Membership brochure
- Flyers
- Business cards
- Window clings
- ILHA conference advertisement

IOWA AGRICULTURAL MITIGATION BANK

- Continually updated website and monitored website analytics (done by all)
- Helped establish new email addresses
- Revised letters to county engineers and farmers

PRODUCTS CREATED

- Display board
- Banner
- Postcard
- Meeting flyer

TECHNICAL SERVICE PROVIDER NETWORK

- Modified logo and created 9 versions of it so it could be used for various marketing needs in the future
- Designed and edited newsletters

PRODUCTS CREATED

- Pop-up banner

HAMILTON COUNTY CONSERVATION BOARD

- Continually updated website and monitored analytics (done by all)
- Regularly posted updates to Facebook (done by Jessica and Kayla)
- Listed events on Travel Iowa
- Designed and sent spring email campaign to 1,032 recipients

PRODUCTS CREATED

- Golf course rack card
- Newspaper ad (5 versions)

ATTENDED

- Central Iowa Tourism Region meetings (1)
- Iowa Business Connection Meetings
- Public Relations and Marketing (PRAM) meetings (x4)
- Parks to People meeting
- Legacy Learning BFV Community Cultural Leader Meeting
- Hamilton County Board Meeting (1)
- PRI staff retreat
- PRI board meeting
- National Campus Sustainability Day at ISU



2016 ONLINE ANALYTICS



TECHNOLOGY REPORT

25,812 (+970 from 2015)
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.

63.4% (-5.8% from 2015)

BOUNCE RATE

Percentage of people who arrived at the website, browsed one page and left without browsing any other pages. Average is 70% and below.

123 SECONDS (+20s from 2015)

AVERAGE SESSION DURATION

The length of time between when a visitor browses to their first page on the website and when they browse to their last page on the website.

MOST POPULAR

HOMEPAGE

5,121 views
Avg. visit: 134 seconds

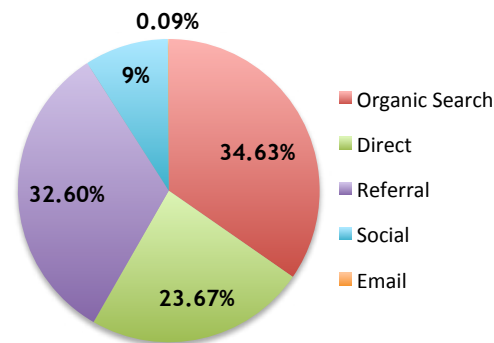
TOP REFERRAL SITE

Someone refers your website from theirs.
FACEBOOK

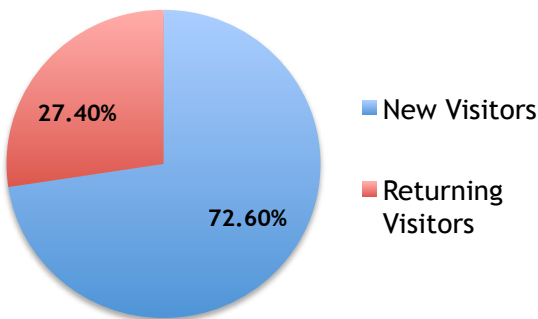
LOCAL FOOD CYCLE

867 views
Avg. visit: 135 seconds

Channels of Arrival



New vs. Returning Visitors



As Prairie Rivers of Iowa has grown, so have our technology needs. We continue our efforts to make office technology run as smoothly as possible for our staff. Hiring a student not only helps us in fulfilling this need, but also gives a student valuable experience to take into their technology career.

Prairie Rivers of Iowa would be lost without our Technology Assistant around to help us make sense of the ever-changing world of technology. This year, we had three amazing ISU students step in to untangle messes, fix our computers and generally maintain calm when the wires were crossed.



Dalton Petersen
Technology Assistant
2015-Spring 2016



Joshua Petefish
Technology Assistant
Summer 2016-Fall 2016



Brian Newman
Technology Assistant
Winter 2016-Present

DALTON PETERSEN

- Set up new modem and router - and dealt with maintenance issues that cropped up as a result of these new items
- Fixed printer problems
- Set up new employee email addresses and other account credentials
- Helped Mediacom set up new internet
- Wrote instructions for:
 - Setting up new printer to a computer
 - Scan-to-file feature for printer
 - Printing in color on Macs
- Created a training program for new employees

JOSHUA PETEFISH

- Trained with Dalton to get acquainted with Windows Server Lauchpad and Dashboard, and learned how to use Gmail administrative functions
- Wrote instruction guide for reconnecting computers to the server
- Kept log of internet service outages
- Created and filled in data for password spreadsheet

- Reconfigured Winserver backup to run at useful times
- Solved issue of server being full and monitored it
- Got database up and running and exported contacts
- Shot video footage at Local Food Cycle
- Trained new employee

BRIAN NEWMAN

- Trained with Joshua to learn previous practices for the server, database, and other technology around the office
- Spoke with employees around the office and helped with their various technology needs
- Read instructions and guides
- Fixed issue with HP 4000 series printer not printing multiple copies
- Fixed issue with computers not connecting to KOCH printer
- Corrected and updated security for all network computers
- Cleared out space so the server is functional and can be accessible to all employees
- Updated technology forms and documentation

SOCIAL MEDIA

PRI FACEBOOK

620 LIKES (+231 from 2015)

LHHB FACEBOOK

895 LIKES (+275 from 2015)

PRI TWITTER

86 FOLLOWERS (+34 from 2015)

WATERSHEDS TWITTER

417 FOLLOWERS

WATERSHEDS YOUTUBE

12 SUBSCRIBERS
1,049 VIDEO VIEWS

LETTER FROM OUR TREASURER



FINANCIAL REVIEW 2016



Jim Richardson
2016 Treasurer

In 2016, Priarie Rivers of Iowa continued to utilize our bookkeeping and accounting practices to better follow our program funding and closely monitor our expenses.

The Finance Committee continues to meet quarterly with our Administrator and Bookkeeper to maintain a good understanding of our billing challenges and any cash flow problems those challenges may create. The Treasurer reports monthly to the Prairie Rivers of Iowa Board of Directors to update them on budget issues of strength and of concern.

In 2017, Prairie Rivers of Iowa will embark on a capital campaign to raise funds to enable us to continue to grow our facilities, staff, and the benefits necessary to maintain such talented personnel.

Respectfully,

Jim Richardson, Treasurer

Jan-Dec 2016 Statement

Ordinary Income/Expense

Income

State Contracts	41,095.36	11%
State Grants	266,743.28	71%
Miscellaneous Income	11,787.72	3%
Administrative Income	48,114.28	12%
Marketing Income	9,693.68	3%

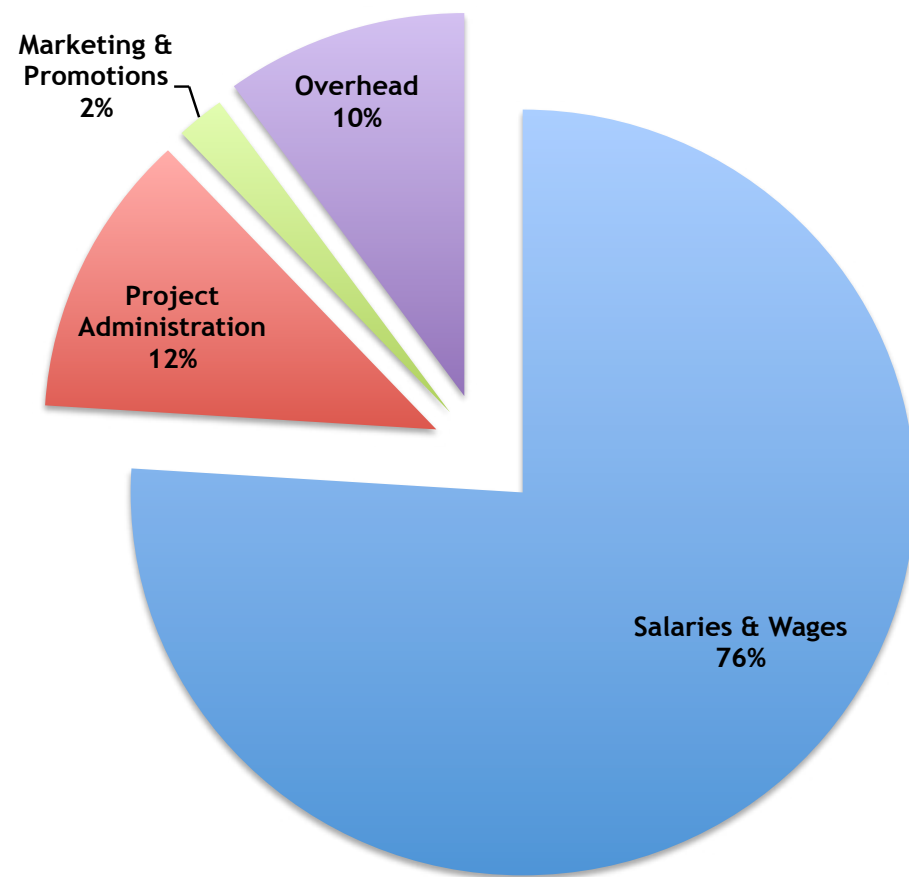
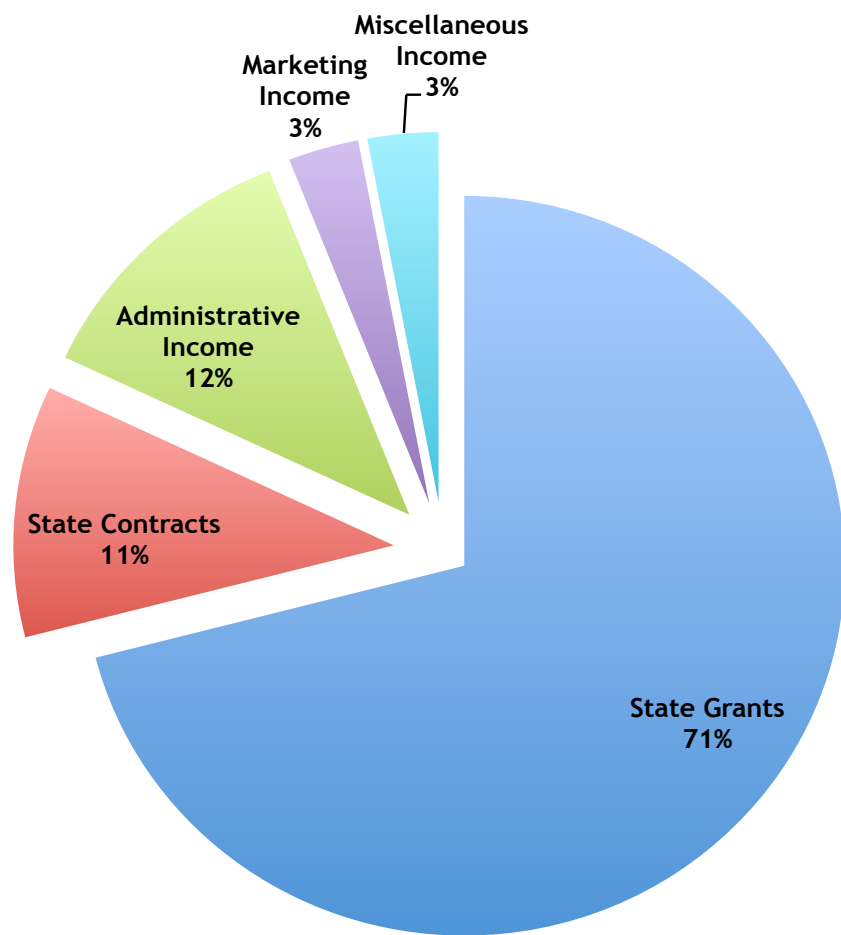
Total Income	377,434.32
Gross Profit	377,434.32

Expense

Marketing & Promotions	8,699.04	2%
Project Administration	48,719.05	12%
Salaries & Wages	319,220.54	76%
Overhead	45,228.47	11%

Total Expense	421,867.10
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2016 INCOME



2016 EXPENSES

PRAIRIE RIVER'S 2016 COLLABORATORS & PARTNERS



One of the distinguishing elements of Prairie Rivers' programs 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. We are honored to have collaborated with the following organizations, and are grateful for our distinguished sponsors and their financial support.*

- 515 Pi Food Truck
- AgVenture
- Al Lingren, Boone County Farmer
- Alluvial Brewing Company
- Ames Convention and Visitors Bureau
- Angela Rieck-Hinz, Iowa State University Extension & Outreach
- Belle Plaine Area Museum Henry B. Tippie Annex
- Bickelhaupt Arboretum
- Bloomsbury Farm
- Bob and Joyce Ausberger
- Boone County Board of Supervisors
- Boone County Soil and Water Conservation District
- Boone Valley Brewing Company
- Cathie Nichols, ILHA
- Center Grove Orchard
- Central Iowa Garden Project
- Central Iowa Tourism Region
- City of Ames
- City of Jefferson
- City of Madrid
- City of Ogden
- City of State Center
- City of Tama
- Clean Water Iowa
- Crawford County Conservation Board
- DuPont Pioneer
- Emmons & Olivier Resources, Inc.
- Frickeville
- Friends of Ada Hayden Heritage Park
- Fitzsimmons, Sean and John (ILHA)
- Greene County Lincoln Highway Association
- Hackfort, Barbara (ILHA)
- Hagie Manufacturing LLC
- Hamilton County Conservation Board
- Hamilton County Soil and Water Conservation District
- Harrison County Historical Village and Welcome Center
- Heartland Cooperative
- Herbert Hoover Presidential Library and Museum
- Heuss Printing



- Hitchcock Nature Center
- Industrial Arts class at Madrid High School
- Iowa Agricultural Mitigation Inc.
- Iowa Agriculture Water Alliance
- Iowa Byways
- Iowa Corn Growers Association
- Iowa Cover Crop
- Iowa Department of Agriculture and Land Stewardship



- Iowa Department of Natural Resources
- Iowa Department of Transportation
- Iowa Economic Development Authority
- Iowa Lincoln Highway Association
- Iowa Living Roadway Trust Fund
- Iowa Secretary of Agriculture Bill Northey
- Iowa Soybean Association
- Iowa State University Extension and Outreach
- Iowa State University Water and Climate Change Program
- Jamie Benning, Iowa State University Extension & Outreach
- JAX Mercantile
- Jeremy Gustafson and Gustafson Farms
- John 15 Vineyard
- John Ernst Vineyard and Winery
- Kelly, Mike
- Key Cooperative
- Ledges State Park
- Leopold Center for Sustainable Agriculture
- Lincoln Cafe
- Lincoln Highway Trading Company
- Lincoln Valley Golf Course
- Lincoln Winebar
- Lions Club Tree Park
- Lucky Pig Pub and Grill
- Madrid Action Committee
- Madrid Lions Club
- Mount Vernon-Lisbon Community Development Group

- Natural Resources Conservation Service (NRCS)
- Niland's Café and Colo Motel
- Parr, Jeannie and Dean
- Picket Fence Creamery
- Queen Anne Bed and Breakfast
- RVP-1875
- Salama Greenhouse
- Salt and Pretzel Company
- Santa Maria Vineyard and Winery
- Sawmill Museum
- Smokin' Big Dawgs BBQ
- Squaw Creek Watershed Coalition
- Squaw Creek Watershed Management Authority
- Story County Board of Supervisors
- Story County Conservation Board
- Story County Extension & Outreach
- Story County Soil and Water Conservation District
- Sustainable Agriculture Student Association at Iowa State University
- Technical Service Provider Network
- Tiffany's Tipton Bakery
- Tom's Ranch
- Travel Federation of Iowa
- Travel Iowa
- United Suppliers
- Water Quality Initiatives (Iowa)
- West Towne Pub
- Whistle Stop Cafe
- Wilber's Produce
- Women, Food and Agriculture Network
- Youngville Cafe



**This list may be incomplete. If your organization has worked with Prairie Rivers of Iowa via any of its programs in 2016, and it was not represented on this list, please contact us. We will continually update this section to reflect all of our 2016 partnerships.*

2016 BOARD OF DIRECTORS



Prairie Rivers of Iowa's Board of Directors is a group of civic-minded individuals who serve as a profound resource, wealth of knowledge, as well as a source of guidance and leadership to Prairie Rivers' staff as we embark on various new projects and initiatives.



Reed Riskedahl
President

Reed joined Prairie Rivers in 2011 from Marshall County. He was elected President of the Board in 2015. Originally from rural southern Minnesota, Reed and his family have been Iowans for 38 years, with 28 of those years based in Marshalltown.

Reed has a B.S. in business. He has had extensive volunteer involvement and leadership positions in and around Marshalltown, as well as work experience in retail, service, manufacturing, construction and real estate. Reed is a realtor with Five Star Real Estate Group in Marshalltown and is an estimator for asphalt streets, roads and parking lots for Cessford Construction in LeGrand.

Reed is active in the Marshalltown Chamber of Commerce, where he serves as the government affairs chair person. He also serves as chair person of the Marshall County Extension Council and is a Master Gardener and a Master Conservationist.



Jan Sherwood
Treasurer

Jan is the project development manager at Shekar Engineering in Colfax, Iowa, a position he has held since 2013.

He is an Iowa State graduate, with a Bachelor's degree in civil engineering. He has had the opportunity to have many work experiences at several places around the country, as well as close to home here in Ames. He began at Trinity Engineering Company in Huxley, and has also been a project manager in Savannah, Georgia and Galveston, Texas, working on municipal engineering projects on waste water treatment plant design, street and drainage improvements, elevated storage tank design and storm water permitting. He has even owned his own company for six years, Sherwood Engineering, where he prepared client projects that ranged from site development planning, residential subdivision design, road and railroad design, to environmental consulting services.



Jim Richardson
Vice President

Jim is a grain farmer from Webster City in Hamilton County and represents the Hamilton County Soil and Water Conservation District on the Board.

He attained a B.S. and an M.S. from Iowa State University in Agriculture Education and Professional Agriculture. Jim also brings experience as an Air Force pilot, ag banker, sales manager and college professor to the Prairie Rivers of Iowa Board.



Mike Cox
Secretary

Mike Cox represents Story County on the Board. He grew up on his family's farm in southern Iowa.

Mike received his B.S. degree in Fisheries and Wildlife Biology from Iowa State University. He was also a member of the Board of Directors of the Iowa Wildlife Rehabilitators Association. Mike then moved to Vermont to be Director of the Vermont Raptor Center, a raptor rehabilitation, research and environmental education organization. There he was a co-founder of Wild in Vermont (the statewide wildlife rehabilitation association), Vice President of the National Wildlife Rehabilitators Association, as well as a volunteer Deputy Game Warden for the Vermont Department of Fish and Game.

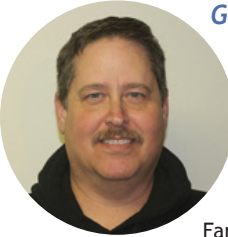
He then moved his family and sled dog kennel to Alaska to race sled dogs and become a manager of a county park. There he was promoted to Director of Parks and Recreation for the Fairbanks North Star Borough, a position he held for four years prior to returning to Iowa in 2011. Mike returned to become the Conservation Director for the Story County Conservation Board.



Bob Ausberger
Board Member

Bob grew up on a farm north of Jefferson, Iowa and attended school there. He graduated from the University of Iowa and went on to teach 7th and 8th graders. After teaching for four years, he returned to Greene County to continue farming. He has always been interested in soil and water conservation, which led him to begin no-till farming in the late 1980s.

He became interested in the Lincoln Highway in 1990, and has been actively educating the public of the importance of the highway. He helped form the Greene County Lincoln Highway Association, the state Lincoln Highway Association, as well as the national Lincoln Highway Association.



Gary Hammitt
Board Member

Gary serves the Webster County Soil Water Conservation District and farms near Vincent, Iowa. He was born and raised in southeast Webster County and is a fifth-generation farmer. At the State Fair in 2012, his family was awarded the Heritage Farm Award for 150 years of ownership, as well as the Iowa Agricultural Environmental Leader Award for their many conservation practices on the 200-acre farm.



Larry Pfantz
Board Member

Larry joined Prairie Rivers in December 2012 as the Marshall County At-Large Board member. He lives on a 40-acre farm near State Center where he grew up. He raises sheep, miniature horses and chickens, and has 18 acres of row crop, six acres of pasture, five acres of sweet corn, two acres of garden and one acre of pumpkins.

In fall of 2009, he decided to diversify his operation. He purchased a 30' X 80' greenhouse and started Dusty Hill Farm. His second greenhouse allows him to sell bedding, vegetable plants and hanging baskets. He also has a 24' X 96' high tunnel where he grows about 200 tomato plants. He supports the local food system by going to four farmers markets a week to sell his produce. In the spring, he has 300-400 local school kids out to his farm for farm tours.



Maureen Seamonds
Board Member

Maureen is a professor and art department coordinator at Iowa Central Community College. She has also taught design, ceramics and sculpture at Iowa State University and Drake University. She has a bachelor's degree in art education and a master's degree in art and design from Iowa State University, and a master's of fine arts in studio art from the University of Iowa.

As the parent of a medically-fragile son with multiple physical disabilities, Maureen has a crusader's zeal when it comes to making life a little easier for those working with persons with special needs, so MyMedMart, an online medical company, was born. It began online in 1998, and now has stores in Webster City and Clarion.

She owns and works at The Produce Station Pottery and Ice House Gallery in Webster City. Her work there incorporates the visual aspects of the landscape with the gestural expression of the human form. She continues to be amazed by the basic natural elements of wind and water, and the resultant rhythms and patterns evident in clouds, snowdrifts and dunes. She uses these same rhythms in her work as she thinks about our relationship with nature and our inherent affinity with the natural world.



Erv Klaas
Board Member

Erv is a founding member of Prairie Rivers of Iowa, having served on the Board since its beginning. He currently represents the Story Soil and Water Conservation District. Erv retired in 1999 as a wildlife biologist with the Biological Resources Division of the U.S. Geological Survey after 30 years of federal service.

He grew up on a bottomland farm along the Mississippi River in eastern Missouri. He received his B.S. Degree from the University of Missouri in Wildlife Conservation, and his M.S. and Ph.D. degrees in Zoology from Kansas University. He was a member of the biology faculty at Rockhurst College in Kansas City before joining the U.S. Fish and Wildlife Service as a wildlife research biologist. He served as Assistant Leader and Leader of the Iowa Cooperative Fish & Wildlife Research Unit at Iowa State University where he was also a graduate faculty collaborator in the College of Agriculture. He is now ISU Professor Emeritus of Animal Ecology, living in Ames with his wife.



Tonia McCarley
Board Member

Tonia is the Administrative Director at the NSF Engineering Research Center for Biorenewable Chemicals (CBiRC) at Iowa State University. She is an ISU graduate, with degrees in fisheries and wildlife and economics. Tonia has been involved in many professional activities, including the National Council of University Research Administrators, and the Biorenewables Complex Art-in-State-Buildings (AiSB) Committee at Iowa State University. She recently received the Regents Award for Staff Excellence at Iowa State in 2014.



Eric Nielsen
Board Member

Eric is a resident of Hardin County and is appointed by the supervisors of Hardin County to represent them on Prairie Rivers of Iowa's Board. Eric is a private forester who is involved in planting, maintaining, marketing, assessment and phytoremediation, as well as native grass establishment. He is a graduate of Iowa State University with a Bachelor's Degree in Forestry, with options in resource management and forest products.



Linda Johnson
Board Member

Linda has been the general manager of Wheatsfield Cooperative in Ames, Iowa since December of 1999. She is responsible for the day-to-day operation of the co-op and the management of the administrative aspects of the business. During her time, she has led a relocation of the store to 413 Northwestern in Ames and two expansions. Today, Wheatsfield is a 20,000 sq. ft. store with close to 6,000 members and 70 employees.



Tim Smith
Board Member

Tom owns corn and soybean farms just east of Eagle Grove, Iowa. Unlike the traditional farmer, he planted three acres of prairie in the middle of one of his farms. He planted his prairie to provide wildlife habitat for birds and animals on the decline, having received funding from the Natural Resources Conservation Service (NRCS) to help pay for the seed. Tom's attention to the integrity and sustainability of his land was even covered by the Washington Post in an article from August of 2016.



PRAIRIE RIVERS OF IOWA STAFF



Hanna Bates
Watershed Coordinator
2015-Fall 2016



Mike Brandrup
Log Products Coordinator
2012-Present



Penny Brown Huber
Executive Director
2011-Present



Ash Bruxvoort
Local Foods & Gardens Coordinator
Spring-Winter 2016



Aimee Burch
Marketing Coordinator
Summer 2016-Present



Annie Fangman
Natural Resources Educator
2015-Present



Jan Gammon
Lincoln Highway Heritage Byway Coordinator
2015-Present



Laurelin Haas
Lincoln Highway Heritage Byway Assistant
Spring-Winter 2016



Kayla Hasper
Watershed Coordinator
Fall 2013-Present



Jessica Johnson
Marketing Coordinator
2012-2016



Brian Newman
Technology Assistant
Winter 2016-Present



Joshua Petefish
Technology Assistant
Spring-Fall 2016



Dalton Petersen
Technology Assistant
2015-Spring 2016



Meredith Ponder
Marketing & Public Relations Assistant
2015-Winter 2016



Carman Rosburg
Office Manager
2005-Present



Emma Wilson
Watershed Education Assistant
Fall 2016-Spring 2017

Prairie Rivers of Iowa's talented and committed staff accomplished many different projects throughout the year 2016. Because of these dedicated individuals, Prairie Rivers continues to make a positive impact in the various communities we serve.

