

March 12 - 16, 2011

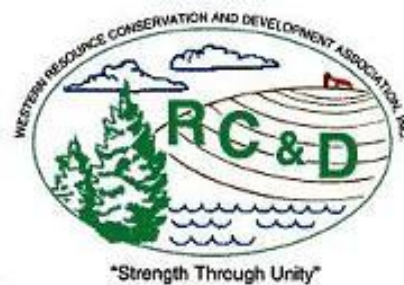
# *2011 Western RC&D Conference*

**Co-Hosted By:**

**Clearwater  
Resource  
Conservation and  
Development, Inc.**

**Idaho Resource  
Conservation and  
Development  
Association**

**Western Resource  
Conservation and  
Development  
Association, Inc.**



**Clearwater Resource Conservation  
& Development (RC&D) Council, Inc.**

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

**March 12 - 16, 2011**

**Red Lion Inn, Lewiston, Idaho**

## WELCOME

Friends of the RC&D...

We are pleased to extend an invitation to the 2011 WRCDA Conference. This year the conference is in Lewiston, Idaho which is situated at the confluence of the Snake and Clearwater Rivers, a place that Lewis and Clark took advantage of as an encampment on their journey west. Their hosts, the Nimiipuu (the Nez Perce Tribe) welcomed the explorers to their ancestral homeland along the Clearwater River. The Northwest Passage Scenic Byway, along Highway 12 traces the expedition's route.

Lewiston is the lowest elevation in Idaho and so enjoys a mild climate in the winter. The weather can sometimes be so mild that residents can hone their golf skills in January. With the conference scheduled for March, we have organized some great activities to get out and about – a jet boat tour, a golf scramble, the Nez Perce National Historic Park and driving tours of the area.

Numerous museums in nearby communities offer historical glimpses of the Nez Perce culture, the heritage site of the Appaloosa horse, the legacy of Jack O'Connor's hunting adventures, the Monastery of St. Gertrude's with its museum of Chinese history in the region, textiles, weaponry and geology. You can visit gray wolves at the education and research center in Winchester, try your luck at the Clearwater Casino, or take advantage of local wineries for tasting and tours.

So plan on coming to the conference – and enjoy your stay by joining any of a myriad of activities available in north central Idaho. (<http://www.visitnorthcentralidaho.org/>)

Sincerely,



Clyde Hanson, President  
Clearwater RC&D Council

# 2011 WESTERN RC&D IN IDAHO

## Conversation at the Confluence: Snaking our way to Clear Water

**Saturday, March 12 – Wednesday, March 16, 2011**

Complete and return this form with payment to register for the conference.  
Please duplicate this form for others to register or download from [www.westernrcd.org](http://www.westernrcd.org)

<b>NAME:</b> <i>(as it should appear on name badge)</i>				
First		Last		
Street Address			Apartment/Unit #	
City		State	ZIP	
Phone		E-mail Address		
Council or Organization:		Are you a Western Voting Member?		YES <input type="checkbox"/> NO <input type="checkbox"/>
Is this your first time attending an RC&D Western Conference?		YES <input type="checkbox"/> NO <input type="checkbox"/>	If no, would you be willing to mentor a first time attendee?	
			YES <input type="checkbox"/>	NO <input type="checkbox"/>
Will you be attending a Western Conference Committee Meeting? YES <input type="checkbox"/> NO <input type="checkbox"/>				

<b>FULL REGISTRATION:</b> <i>Includes all general/breakout sessions and all meals except Monday's "Dining With The Spirits" dinner.</i>				
<input type="checkbox"/>	Early Registration if Postmarked by February 25, 2011 = \$275			\$
<input type="checkbox"/>	Registration if Postmarked February 26, 2011 or later = \$325			\$
<input type="checkbox"/>	Western RC&D Associate Member Dues = \$10			\$
Do you have any special dietary needs or special assistance requirements? If yes, we will contact you.				YES <input type="checkbox"/> NO <input type="checkbox"/>

<b>PER-DAY REGISTRATION:</b> <i>Includes daily general/breakout sessions and meals except Monday's "Dining with the Spirits" dinner.</i>						
Per-day (check)	<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	Total # of days	x \$100 per day = \$

<b>OPTIONAL TOURS:</b> * Please note all tours are optional and <u>not</u> included in registration. ** Please include spouse/companion count in this section, if attending with you.				
SATURDAY - Hells Canyon Jet Boat Tour March 12, 2011:	\$105 per person	#	Attending	\$
SUNDAY - Golf Scramble March 13, 2011:	\$45 per person	#	Attending	\$
- Golf Club Rental? YES <input type="checkbox"/> NO <input type="checkbox"/>	<input type="checkbox"/> Male Set - \$10	<input type="checkbox"/> Female Set \$10		\$
MONDAY - Spouse/Companion Tour - Nez Perce Reservation	\$45 per person	#	Attending	\$
MONDAY - Dining With The Spirits & Dinner March 14, 2011	\$50 per person	#	Attending	\$
TUESDAY - Spouse/Companion Tour - Palouse Country	\$25 per person	#	Attending	\$

<b>SPOUSE/COMPANION REGISTRATION:</b> <i>(as it should appear on name badge). If your spouse/companion is attending the full conference, please complete a separate registration form. If they are only joining you for meals, please select from the list below.</i>			
First Name		Last Name	
Do you have any special dietary needs or special assistance requirements? If yes, we will contact you.			YES <input type="checkbox"/> YES <input type="checkbox"/>
<input type="checkbox"/> Sunday President's Reception Ticket \$20	<input type="checkbox"/> Monday Breakfast Ticket \$15		
<input type="checkbox"/> Monday Luncheon Ticket \$15	<input type="checkbox"/> Tuesday Breakfast Ticket \$15		
<input type="checkbox"/> Tuesday Luncheon Ticket \$15	<input type="checkbox"/> Tuesday Banquet Ticket \$30		
<input type="checkbox"/> Wednesday Breakfast Ticket \$15	<input type="checkbox"/> Wednesday Luncheon Ticket \$15		
			Sub-Total Spouse/Companion Meals \$
			<b>TOTAL REGISTRATION AMOUNT DUE:</b> \$

**PAYMENT INFORMATION, CANCELLATION AND RETURNED CHECK POLICY:**

<input type="checkbox"/> Check #	Amount \$	<input type="checkbox"/> Money Order #	Amount \$
<input type="checkbox"/> Visa <input type="checkbox"/> Master Card	Card #	3 digit Pin # (on back of card)	Exp. Date /
Amount Charged \$	Name on Card:		
Signature:			

We accept Visa & Master Card by Fax at 208-746-0576 or calling CEDA at 208-746-0015

MAKE CHECK PAYABLE TO: Clearwater Economic Development Association (note in memo "2011 Western")  
 MAIL REGISTRATION FORM WITH PAYMENT TO: Clearwater RC&D, c/o CEDA, 1626 6<sup>th</sup> Ave N, Lewiston, ID 83501

*Cancellation of registration must be received in writing no later than March 4, 2011 and is subject to a \$50 handling fee. No partial or full refund will be made after that date. If you are unable to attend, you may send a substitute but you must notify Jennifer Norberg at Clearwater Economic Development Association, (208) 746-0015 or via email at [jnorberg@clearwater-eda.org](mailto:jnorberg@clearwater-eda.org). Returned checks are subject to a \$50 fee.*

**Additional Training Sessions:** Several training sessions have been scheduled for Wednesday, March 16, 2011. More details will be available on the website soon at [www.westernrcd.org](http://www.westernrcd.org). Please indicate which sessions you will be attending by checking the boxes below.


- YES  Non-Profit Insurance  
 YES  Non-Profit Contracting Dos and Don'ts  
 YES  Teambuilding for the Non-Profit Board  
 YES  Building the Non-Profit Website

**AIRPORT INFORMATION:**

Lewiston-Nez Perce County Airport serves the Lewis-Clark Valley and is only a few minutes from the Red Lion Hotel. When making your travel plans for this conference, it is the preferred airport.

Spokane International Airport is approximately 100 miles and two hours from Lewiston. You will need to reserve a rental car from this airport. Directions can be provided upon request.

**HOTEL RESERVATION INFORMATION:**

 <p><b>RED LION HOTEL</b> LEWISTON</p>	<p><b>Room Rate Information:</b></p> <ul style="list-style-type: none"> <li>• \$80 per night</li> <li>• Block Name - Western RC&amp;D Annual Conference</li> <li>• Government Rates are available with proper identification</li> <li>• Courtesy shuttle available</li> </ul>	<p><b>Red Lion Hotel Reservations:</b></p> <p>1-800-232-6730        (208) 799-1000  <a href="mailto:contact@redlionlewiston.com">contact@redlionlewiston.com</a>        621 21st Street        Lewiston, ID 83501</p>
---	---	---

# *2011 WESTERN RC&D CONFERENCE*

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

**March 12 - 16, 2011**

**Red Lion Inn, Lewiston, Idaho**

## **CONFERENCE OVERVIEW**

This year the conference focuses on two tracks – Water and Marketing the RC&D Program. There are certainly a myriad of issues to consider – energy, food security, economic sustainability of rural communities, to name a few. But, water is basic to all: it's needed for irrigation, food processing, manufacturing (to make the bottles for bottled water!), domestic use, recreation, and energy production. Protecting its quantity and quality is imperative.

So, this year we are providing some presentations on water issues – keeping waterways free from invasives, using water for recreation, protecting water quality through credit trading, and predicting and augmenting its supply. All of these are areas that RC&D Councils can and does participate in. We'll hear from Tony Willardson who works with the Western States Water Council to keep our governors informed; Bob Jones will report on water as an issue for Councils nation-wide; and faculty from the University of Idaho will discuss why water was an important enough issue to allocate academic resources to create an interdisciplinary program for research and application.

The other track is particularly important to the RC&D world – that of branding. As every council knows, to stay sustainable you have to be able to communicate your value within your area. What is unique about what you do and are you continuing to meet the needs of your constituents. There will be presentations that will help your council to strengthen its image as well as how to take the message to the broader arena of Congressional support. This track takes advantage of the expertise of our National RC&D staff, the NUMA Marketing firm and Council members from the western region who know and understand the issues facing nonprofits.

Successful councils depend on successful leadership and our keynote speaker, Dr. John Luthy, will commence the conference with a compelling discussion of community leadership and how to encourage the development of public leaders.

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## Saturday, March 12, 2011

### 9:30am - 4:30pm

Riverquest Excursions Hells Canyon Jet Boat Tour  
- Gather in the lobby of the Red Lion Hotel at 9:15am

## Sunday, March 13, 2011

### 12:30pm - 5:00pm

Lewiston Golf & Country Club Nine-Hole Scramble  
- Gather in the lobby of the Red Lion Hotel at 12:00am

### 1:00pm - 5:00pm

Registration

### 3:00pm - 5:00pm

Western RC&D Board of Directors Meeting

### 6:00pm - 9:00pm

Presidents Reception

## Monday, March 14, 2011

### 7:00am - 5:00pm

Registration/Information Open

### 7:00am - 7:45am

Breakfast

### 7:45am - 8:30am

Opening Ceremony

### 8:30am - 9:30am

Keynote: Building Community Leadership on a Foundation of Change, Challenge, Clarity and Commitment.

### 9:30am - 10:00am

Keynote: Western States Water Council Overview

### 9:30am - 4:30pm - Spouse/Companion Tour

Nez Perce Historical Park and Tour meets in the Lobby of the Red Lion Hotel at 9:30am

### 10:00am - 10:30am - Break

### 10:30am - 11:00am

Welcome to Lewiston, ID

### 11:00am - 11:30am

North Central Idaho - Creating Diversity in a Timber/Ag Dependent Region

### 11:30am - 12:00pm

NRCS: Idaho Perspective

### 12:00pm - 1:30pm - Lunch Served

### 12:30 - 1:30

Idaho Preferred, ISDA

### 1:30pm - 2:00pm

Building Social Capacity in Rural Communities

### 2:00pm - 2:30pm

Waters of the West

### 2:30pm - 3:00pm

NARCDC Water Resources Committee

### 3:00pm - 3:30pm - Break

### 3:30pm - 4:15pm

State RC&D Meetings

### 4:15pm - 5:00pm

Western Committee Meetings

### 5:30pm - 9:00pm

Dining With The Spirits & Tour

*Gather in the lobby of the Red Lion Hotel at 5:30pm. Seating is limited to the first 100 registrants.*

## Tuesday, March 15, 2011

### 7:00am - 5:00pm

Registration/Information Open

### 7:00am - 8:00am

Breakfast

### Concurrent Sessions

#### 8:00am - 9:00am

- **Branding RC&D Track**
  - Branding Through Strategic Storytelling
- **Water Track**
  - What's Lurking Under Idaho's Water? The Case for Eurasian Watermilfoil Control
  - Boat Wash Stations - Helping to Protect Henry's Lake and the Henry's Fork from Aquatic Invasives

### Concurrent Sessions

#### 9:00am - 10:00am

- **Branding RC&D Track**
  - Communicating with Elected Officials and the Media
- **Water Track**
  - Kidnappers Succeed! 12 Years of the Southern Idaho Bio Control Program
  - Saltcedar and Russian Olive Management in the Virgin River Drainage of Southwestern Utah: A Model for using CWMA Partnerships

### 9:15am - 4:30pm - Spouse/Companion Tour

Palouse Country tour meets in the Lobby of the Red Lion Hotel at 9:15am

### 10:00am - 10:30am - Break

### Concurrent Sessions

#### 10:30am - 11:30am

- **Branding RC&D Track**
  - B.U.I.L.D. RC&D - Better Utilization of Identity, Leadership, and Diversity
- **Water Track**
  - Defining and Influencing Future Recreation With Water Trails
  - KELLY'S WHITEWATER PARK: Recreational Opportunity and Economic Development

**Please Note: All times are in  
Pacific Standard Time**

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## Tuesday, March 15, 2011

### Concurrent Sessions

#### 11:30am - 12:00pm

- **Branding RC&D Track**
  - Duck Valley Tribe
- **Water Track**
  - River Management Society

#### 12:00pm - 1:30pm - Lunch Served

#### 12:30pm - 1:30pm

Partnering with RC&D to Implement BPA's Agriculture Sector Energy Conservation Program

### Concurrent Sessions

#### 1:30pm - 3:30pm

- **Risk Management Track**
  - Insurance Risk: What Non-Profits Need to Know
  - Contract Basics: Know your Rights and Risks
- **Water Track**
  - Pollution Trading: Possibilities and Pitfalls
  - Non-point Source Animal Feeding Operations
  - Idaho Snow Survey Program - How, Why, and Who Doesn't Use Snow Survey & Water Supply Information

#### 3:00pm - 3:30pm - Break

### Concurrent Sessions

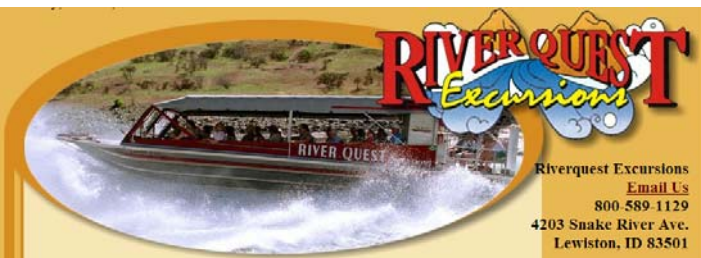
#### 3:30pm - 5:00pm

- **Non Profit Accounting Track**
  - Audits and Reviews
  - Accrual Accounting, Monthly Closeouts, and In-kind reporting
  - 990 Reporting to the IRS
- **Water Track**
  - Cloud Seeding Technology....How it works
  - Cloud Seeding - Overview of 30 years of Results
  - Panel - Why RC&D is Involved

#### 6:00pm - 6:30pm - No Host Cash Bar

#### 6:30pm - 7:30pm - Banquet, Awards, and Entertainment

#### 7:30pm - 10:00pm - Silent Auction Closes Live Auction Begins



Saturday, March 12, 2011

A one-of-a-kind adventure in the  
Scenic Hells Canyon

## Wednesday, March 16, 2011

#### 7:00am - 8:00am

Breakfast

#### 8:00am - 10:00am

RC&D Business Meetings / NRCS Staff Meetings - 1st Half

#### 10:00am - 10:30am - Break

#### 10:30am - 12:00pm

RC&D Business Meetings / NRCS Staff Meetings - 2nd Half

#### 12:00pm - 1:30pm - Lunch

President's Farewell, Nominee Speeches

#### 1:30pm - 2:00pm - Officer Elections

#### 2:00pm - 5:00pm - Training

- Nonprofit Insurance
- Nonprofit Contracting Dos and Don'ts
- Teambuilding for the nonprofit board
- Building the Nonprofit Website

More details will be forthcoming on the website for the additional trainings.

Western RC & D Conference 2011

*DINING WITH THE SPIRITS*



Make your reservations for this event on your conference registration

5:00—No Host Bar 6:00—Dinner 7:00—Tour 8:30—Dessert	Orchid Room Morgan's alley 301 Main St. <i>HISTORIC DOWNTOWN</i> LEWISTON, ID
--	---

**\$50 / PERSON**  
Dinner and Historical Walking Tour  
Monday, March 14, 2011  
Happy Day Catering and Idaho History Tours  
[www.idahohistorytours.com](http://www.idahohistorytours.com)

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

**Saturday March 12th**

## **OPTIONAL EVENT RIVERQUEST EXCURSIONS**



Relax on a comfortable and spacious jet boat. Enjoy an unhurried day of breathtaking scenery and white water adventure. View bighorn sheep, ancient rock formations and Indian pictographs. You will be guided through North America's deepest gorge. A day you'll always remember. **ON BOARD RESTROOM!** Our winters can be very cool on the water. There are heaters on board, however, you should dress warm in layers. Several stops are made throughout the day for restrooms and exploring. Don't forget to bring along your camera to record unforgettable moments of this adventure.

Cost Of this event is \$105 per person and includes a six hour day trip, lunch, and soft drinks.

Website: [www.riverquestexcursions.com](http://www.riverquestexcursions.com)

**Sunday, March 13th**

## **OPTIONAL EVENT 9-HOLE GOLF SCRAMBLE**



When you choose to tee off at Lewiston Golf and Country Club you will enjoy the premier golf course in the Valley. Their course is designed in traditional style and offers contoured fairways with beautiful river views. Golfers travel long distances to enjoy year-round facilities. Because of our mild climate we are able to golf throughout the year with very few exceptions. The course is uniquely challenging and rewarding. Because we are a limited member club, there is ample time for play.

Cost of this event is \$45 per person and includes 9 holes of golf, golf carts, and lunch in the clubhouse. *(If you are not bringing your clubs, you can rent them at the pro shop for \$10 per set. Please indicate your preference on the registration form)*

Website: [www.golfgcc.com](http://www.golfgcc.com)

## **REGISTRATION**

The RC&D Conference Registration Desk will be open 1:00pm - 5:00pm on Sunday. Monday through Wednesday the Registration Desk will be open from 7:00am - 5:00pm.

## **WESTERN RC&D BOARD OF DIRECTORS MEETING**

Details will be listed in the Conference Program.

## **PRESIDENT'S RECEPTION**

Kick off the conference at the President's Reception. Enjoy Hors D' oeuvres, a No Host Cash Bar, and live music.

**Monday March 14th**

## **OPENING CEREMONIES—BRUCE KROETCH, PRESIDENT, WESTERN RC&D ASSOCIATION**

### **LEADERSHIP KEYNOTE: PLANNING FOR THE FUTURE – DR. JOHN LUTHY, FUTURES CORPORATION**

Abstract: What are the challenges facing our communities? How critical are they? Who is responsible for key decisions and how should those decisions be made? Ultimately, what future does your community prefer? Can that future be clearly defined? And, can we chart a path that will take us there? Conference participants who are elected or appointed public leaders who lead from management positions hold much of the future in their hands. My message is to focus on it; keep your eyes on the horizon and on the many horizons you encounter; care about the future and consider it in every decision you make. That is the foundation and substance of your *legacy*. Because human beings tend to worry too late and plan too little, preparations are often wholly inappropriate for the magnitude of the potential event. So...the question lingers...How can we efficiently maximize preparation while not obsessing over all the potential consequences? There is no easy answer. The key is crafting plans that identify critical issues, state their potential impact and offer thoughtful (and preemptive) goals, strategies and action plans.

### **WATER KEYNOTE: WESTERN STATES WATER COUNCIL OVERVIEW – TONY WILLARDSON, EXECUTIVE DIRECTOR, WSWC**

Abstract: The Western States Water Council is an organization consisting of representatives appointed by the governors of 18 western states. Since its creation, through adoption of a resolution at the Western Governors' Conference in 1965, the Council has strived to fulfill its chartered purposes. The purposes of the Council are: (1) to accomplish effective cooperation among western states in the conservation, development and management of water resources; (2) to maintain vital state prerogatives, while identifying ways to accommodate legitimate federal interests; (3) to provide a forum for the exchange of views, perspectives, and experiences among member states; and (4) to provide analysis of federal and state developments in order to assist member states in evaluating impacts of federal laws and programs and the effectiveness of state laws and policies.

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## Monday, March 14th, Spouse/Companion Tour

### SPOUSE/COMPANION TOUR, Monday, March 14th, 2011



Spend an exciting and informative day with the Nimiipuu people (Nez Perce). This tour will begin at the Nez Perce National Historic Park where you will learn the history from the people at the museum and interpretive center. Try your hand at constructing a tipi or play traditional games. Enjoy lunch in the park as you are entertained by the beautiful Nez Perce dance exhibition. Next you will witness the beautiful Appaloosa horses and learn about the Nez Perce horse breed. The afternoon will end at the Clearwater River Casino & Resort with a special wine tasting featuring local wines from Clearwater Canyon Cellars. And then try your luck on the gaming floor with some free play provided by the casino. Cost of this event is \$30 and includes lunch. Meet in the Lobby of the Red Lion at 9:30am.

## Monday, March 14th (Cont'd)

### WELCOME TO LEWISTON, ID IN NEZ PERCE COUNTY - MAYOR KEVIN POOLE, LEWISTON, ID

Mayor Poole will introduce the conference attendees to Lewiston and its surroundings.

### NORTH CENTRAL IDAHO - CREATING DIVERSITY IN A TIMBER/AG DEPENDENT REGION - CHRISTINE FREI, CLEARWATER ECONOMIC DEVELOPMENT ASSOCIATION

Found in the heart of the nation's Inland Northwest, North Central Idaho encompasses the counties of Clearwater, Idaho, Lewis, Latah, and Nez Perce. Just 103,000 people live within 29 incorporated communities or in the unincorporated areas of the 13,500 square miles of the region. Since the late 1800s, the region has thrived on timber and agriculture. Ms. Frei will share information on the regional economy and how the region is working to build on its history, capitalize on its natural resources while sustaining them, and create diversity within a very rural region of the United States.

### IDAHO'S NRCS PROGRAM - JEFF BURWELL, NRCS, IDAHO STATE CONSERVATIONIST

Mr. Burwell will present an overview of NRCS program in the state of Idaho. A full abstract will be available in your conference program.

### IDAHO PREFERRED - LEAH CLARK, IDAHO DEPARTMENT OF AGRICULTURE, IDAHO PREFERRED PROGRAM MANAGER

Idaho Preferred® is a program to identify and promote Idaho food and agriculture products. The marketing program, managed by the Marketing Division of the Idaho State Department of Agriculture, includes retail and foodservice promotions, work with schools to improve agriculture literacy and incorporate more local foods on cafeteria menus, creation advertising and public relations campaigns and hosting consumer events - all with the goal of increasing marketing opportunities for local food producers and processors. Idaho Preferred® has been very successful in increasing awareness of local products and producers report sales increases due to identification of their products as grown/produced/processed in Idaho.

### BUILDING SOCIAL CAPACITY IN RURAL COMMUNITIES - PAUL KIMMELL, REGIONAL MANAGER, AVISTA; PRESIDENT, LATAH ECONOMIC DEVELOPMENT COUNCIL; AND CHAIRMAN, INLAND NORTHWEST PARTNERS

Mr. Kimmell will discuss strategies for engaging citizens in local planning, policy development, and resource management.

### WATERS OF THE WEST INITIATIVE, UNIVERSITY OF IDAHO

Managing today's water resources is a complex job, far more complex than it was a hundred years ago, when many of today's water management organizations began. At the University of Idaho, a group of faculty members believe strongly that what's needed is an interdisciplinary team approach where work is first done to understand the problem and then to offer solutions. In fact, they believe this so strongly that their passion and determination led to the establishment in 2006 of the Waters of the West (WoW) program.

### WATER RESOURCES AS AN NARDCDC ISSUE: WHAT COUNCILS HAVE SAID ABOUT IT - BOB JONES, NARDCDC WATER RESOURCES COMMITTEE

Mr. Jones will discuss the national RC&D committee on Water Resources and the results of a survey to find out what councils issues are around the country.

### OPTIONAL EVENT Dining with the Spirits in beautiful downtown Lewiston



Tour Historic Downtown Lewiston and visit areas that have not changed for 100 years. Explore the passageways beneath the sidewalks. See how the Valley's citizens built Downtown Lewiston. Experience the "spirits" that traveled under the sidewalks and worked in the "unmentionable" side of 1930 society. Enter Historic Buildings with documented paranormal activity.

Cost of this event is \$50 per person and includes dinner and a historic walking tour of the downtown Lewiston area.

Website: <http://idahohistorytours.com/>

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## **Tuesday, March 15th, Spouse/Companion Tour**

### **TOUR #2, Tuesday, March 15th, 2011**



Artisans at the Dahmen Barn in Uniontown, Washington will be your first stop. Observe artists at work in their studios, listen to live music, or browse the Shop at the Barn that represents more than 100 regional artists. A presentation on the history of the barn will be included. The next stop will be downtown Pullman, Washington, with a number of unique retail sites, including antiques, books, an art gallery, beads, quilt shop, and other independent downtown businesses. Lunch will be on your own with a variety of options available from an Italian Bistro to the swankier Swilly's, and a little of everything in between. Next you will be taken to Merry Cellars in Pullman for a wine tasting and tour of the winery. And finally, a visit to downtown Moscow, Idaho. One of the more vibrant downtown's in the region, visitors can see an exhibit at the Prichard Art Gallery, poke around in antique or consignment clothing shops, buy chocolate at Cowgirl Chocolates, visit the local food co-op or just relax in one of three superb coffee shops as the tour winds to a close.

Cost of this event is \$15. Lunch will be on your own.

## **Track A: Tuesday, March 15 Branding and Risk Management**

### **BRANDING THROUGH STRATEGIC STORYTELLING, TIFFANY MEYER, NUMA MARKETING**

Abstract: With dwindling budgets, a surge in new media, and a shift toward consumer-driven communications, the landscape of public outreach and media relations has shifted rapidly, and with it so has the role of the RC&D Board Member to that of brand builder. In this engaging session, Ms. Meyer makes the case for leveraging the power of story, matched with the effectiveness of a proactive, strategic campaign, to build a RC&D brand across constituent channels. You'll receive practical insight into the shifting industry landscape, an effective framework to build your campaign.

### **COMMUNICATING WITH ELECTED OFFICIALS AND THE MEDIA - John Haugen, Executive Director, NARC&DC**

Abstract: Mr. Haugen will provide insights on how to communicate with elected officials and the media, important aspects of championing your council and the RC&D Program.

### **B.U.I.L.D. RC&D - BETTER UTILIZATION OF IDENTITY, LEADERSHIP, AND DIVERSITY - PANELISTS FROM NE NEBRASKA RC&D, BADLANDS RC&D AND NORTH CENTRAL SOUTH DAKOTA RC&D**

Abstract: RC&D Councils from Nebraska, South Dakota, and Idaho will be discussing how they increased their presence within their communities. Panel includes Dennis Wacker of Northeast Nebraska RC&D, Joe Leichtnam of Black Hills RC&D, Bruce Kroetch of Badlands RC&D, and the Duck Valley Reservation in Idaho. They plan on sharing their strategies on how to make the RC&D more visible while providing sustainability. This session will be moderated by Commissioner Sharon Pratt from West Central Highlands RC&D, Idaho.

### **COOPERATIVE RC&D PROJECTS ON RESERVATION - TERRY GIBSON, DUCK VALLEY TRIBE, PAST CHAIR**

Abstract: Mr. Gibson will discuss Water Based Recreational Development on the Reservation, FEMA All Hazard Mitigation Plan, Arbor Day, and the Economic Development Plan for the Reservation.

### **PARTNERING WITH RC&D TO IMPLEMENT BPA'S AGRICULTURE SECTOR ENERGY CONSERVATION PROGRAM - BRAD MILLER, BONNEVILLE POWER ADMINISTRATION**

Abstract: Mr. Miller will be talking about Bonneville Power's partnership with several State RC&D Associations to implement BPA's Agriculture Sector Energy Conservation Program, and their hopes for expansion of the partnership.

### **INSURANCE AND RISK: WHAT NON-PROFITS NEED TO KNOW - SUSAN SMITH, BEEHIVE INSURANCE**

Abstract : What are the risks associated with operating a nonprofit organization? How can you protect your Council? Ms. Smith will discuss how to protect your organization, employees, volunteers and board members through risk management and insurance protection. RC&D Councils throughout the nation have their insurance through Beehive Insurance because Susan understands RC&D is not just another non-profit.

*Training: Insurance Basics - Wednesday 2pm - 5pm (See Page # for training description)*

### **CONTRACT BASICS: KNOW YOUR RIGHTS - ANDREW GORDON, NARCDC**

Abstract Mr. Gordon will provide an overview of contract issues for the nonprofit.

*Training: Contract Basics - Wednesday 2-5pm.*

### **AUDITS, REVIEWS, 990S, OH MY! - JOSH TYREE & CHERYL GUIDDY, HARRIS & Co.**

Abstract: Mr. Tyree and Ms. Guiddy will cover topics on audits and financial reviews, monthly closeouts, preparing for a governmental audit, accrual accounting, in-kind reporting and an overview of 990 reporting.

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## **Track B: Tuesday, March 15 Water Resources**

### **AQUATIC INVASIVE SPECIES AND NOXIOUS WEEDS**

#### **WHAT'S LURKING UNDER IDAHO'S WATERS? THE CASE FOR EURASIAN WATERMILFOIL CONTROL - NINA ECKBERG, PANHANDLE LAKES RC&D**

Abstract: In 1998, one of the first aquatic invasive species in Idaho was identified...Eurasian watermilfoil. With Idaho's legacy of pristine lakes and rivers, the effort to implement an eradication project throughout the State was started in 2006 and continues to this day. Learn about the history of controlling Eurasian watermilfoil in Idaho and how the attempt has brought the State into a national position of environmental awareness.

#### **BOAT RINSE STATIONS - BRYCE FOWLER, HIGH COUNTRY RC&D**

Abstract: Mr. Fowler will discuss the boat wash stations...what's involved (equipment/employee's and partners), what species the washes target, and the on-going partnership with High Country RC&D to implement this long term project.

#### **KIDNAPPERS SUCCEED! - 12 YEARS OF THE SOUTHERN IDAHO BIO-CONTROL PROGRAM:**

#### **SUBTITLE: WE REALLY BUG NOXIOUS WEEDS! - BECKY FREIBERG, SOUTHERN IDAHO BIO-CONTROL, WOOD RIVER RC&D**

Abstract: A Bug Crew is all about noxious weeds - and controlling them Nature's Way - using insects and disease. The Southern Idaho Bio-Control Program is a group of Bug Crews (Kidnappers) in six counties in southern Idaho that completes a link in the large chain of noxious weed control by land management agencies like BLM and the Forest Service. A Bug Crew is made up of one supervisor and four kids 12-18 years of age who work summers. It all started in 1998 in Camas County and now there are six Bug Crews in southern Idaho as of 2010 working in the counties of Camas, Lincoln, Gooding, Blaine, Twin Falls and Jerome with 164 bio-control monitoring sites. The Wood River RC&D is the fiscal agent, which administers SIBC's funding.

#### **SALT CEDAR AND RUSSIAN OLIVE MANAGEMENT IN THE VIRGIN RIVER DRAINAGE OF SOUTHWESTERN UTAH: A MODEL FOR USING CWMA PARTNERSHIPS - KEVIN WILLIAMS, RC&D COORDINATOR, COLOR COUNTRY RC&D, UT**

Abstract: Saltcedar (*Tamarix chinensis*) and Russian Olive (*Eleagnus angustifolius*) are non-native trees/shrubs that were planted many years ago in the Virgin River watershed for stream channel stabilization and as ornamentals. Over time, these species' populations have grown to the point that they are negatively impacting native riparian plant communities and wildlife habitat. The Canyon Country Cooperative Weed Management Area partnership (CWMA) has conducted local community outreach and education, including annual "weed days", to address the issue of invasive plants. The partnership has been a good opportunity for the RC&D to provide fiscal management and administrative support. The result is that the sum of all the pieces does make for a greater whole.

### **RECREATION**

#### **DEFINING AND INFLUENCING FUTURE RECREATION WITH WATER TRAILS - TOM BICAK, CANYON COUNTY PARKS, RECREATION AND WATERWAYS**

Abstract: Southwest Idaho's citizens and visitors have the benefit of abundant recreational opportunities along its rivers. The Rivers, Trails and Conservation Assistance Program, Pacific West Region of the National Park Service has helped community coalitions define and influence future recreation along the southwest Idaho stretches of these rivers through public planning processes and partnerships. The Boise River Trails System Plan was adopted in 2009 by the nine cities along the 63 mile stretch from Lucky Peak Reservoir to the Boise River confluence with the Snake River, and by Ada and Canyon Counties. This plan, when fully implemented, will connect the counties and cities with a water trail, non-motorized pathways and bike routes tying together riverside destinations between and within communities.

#### **KELLY'S WHITEWATER PARK - RECREATIONAL OPPORTUNITY AND ECONOMIC DEVELOPMENT - WAYNE BROWN, FORMER INTERIM DIRECTOR, KELLY'S WHITEWATER PARK**

Abstract: Mr. Brown will describe the implementation of this water park that has resulted in an economic success for Cascade, ID.

#### **RIVER MANAGEMENT SOCIETY OVERVIEW - TBD, RIVER MANAGEMENT SOCIETY**

Abstract: The mission of the River Management Society is to support professionals who study, protect, and manage North America's rivers. They seek to expand their understanding of rivers through networking and the sharing of river science and management experiences. They collaborate to form partnerships to build capacity to achieve these goals.

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## **Track B: Tuesday, March 15 Water Resources (Cont'd)**

### **WATER QUALITY & WATER SUPPLY**

#### **POLLUTION TRADING: POSSIBILITIES AND PITFALLS - ROBBIN WALTER FINCH, WATER QUALITY MANAGER, BOISE CITY PUBLIC WORKS**

Abstract: Market based approaches to meet environmental goals are useful tools to meet air or water quality objectives faster, at lower cost, and with less environmental impact than conventional approaches. In the 1990's in EPA's Acid Rain program, a market-based initiative to reduce overall atmospheric levels of sulfur and nitrogen which cause acid rain demonstrated great success. EPA and National Environmental Group focus on nutrients provide an opportunity for market based water quality approaches to achieve a high level of success comparable to those achieved in the air program.

#### **LIVESTOCK FACILITIES ASSISTANCE PROGRAM - DUANE URLACHER, PRESIDENT AND JARED ANDRIST, RC&D COORDINATOR, DAKOTA WEST RC&D, ND**

Abstract: The Livestock Facilities Assistance Program (LFAP) developed a functional technical assistance program to deliver engineering consultation services to livestock producers throughout the 18-county area served by Dakota West and Dakota Prairies Resource, Conservation & Development Councils. The objective for each project assisted was compliance with State animal feeding rules. Technical assistance was delivered to 39 producers, 37 of which received preliminary designs for containment systems. By the conclusion of the LFAP on June 30, 2010, 28 manure management systems were constructed or under construction.

#### **IDAHO SNOW SURVEY PROGRAM – HOW, WHY AND WHO DOESN'T USE SNOW SURVEY & WATER SUPPLY INFORMATION - RON ABRAMOVICH, NRCS-SNOW SURVEY**

Abstract: The first snow survey measurements in the Snake River Basin were made in 1919 to inventory the mountain snowpack for agricultural water supplies. The historic monthly manual measurements grew into the installation of automated weather stations known as the SNOTEL Network. These stations now report hourly snow water content, precipitation, snow depth, temperature and soil moisture data. The number of users and decisions that are made each year based on Snow Survey data and water supply products has grown just like the quantity and quality of data that is now collected.

### **CLOUD SEEDING: "THIS IS NOT YOUR GRANDPA'S RAINMAKER"**

#### **CLOUD SEEDING TECHNOLOGY....HOW IT WORKS - DEREK BLESTRUD, IDAHO POWER**

Abstract: Mr. Blestrud will talk about the technology involved in cloud seeding, especially ground stations. You'll also get to hear why Idaho power is such a big partner in High Country RC&D's Cloud Seeding Project.

#### **CLOUD SEEDING – OVERVIEW OF 30 YEARS OF RESULTS - DOUG RAMSEY (OR COUNCIL MEMBER), SAN JUAN RC&D, CO**

Abstract: The San Juan RC&D will present an overview of 30 years of data that's been collected via their Cloud Seeding Project.

#### **PANEL: HIGH COUNTRY, WESTERN WY, SAN JUAN RC&D COUNCIL MEMBERS...WHY RC&D IS INVOLVED.**

Abstract: A panel of Council members from High Country, San Juan, and Western Wyoming RC&D will discuss why these RC&D's have become involved in Cloud Seeding.

## **Wednesday, March 16th**

### **RC&D BUSINESS MEETINGS / NRCS STAFF MEETINGS**

### **PRESIDENT'S FAREWELL LUNCHEON & NOMINEE SPEECHES**

### **OFFICER ELECTIONS**

### **TRAINING SESSION**

- Nonprofit Insurance
- Nonprofit Contracting Dos and Don'ts
- Teambuilding for the nonprofit board
- Building the Nonprofit Website

More details will be forthcoming on the website for the additional trainings.

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## ~~~~~Vendor/Exhibitor Opportunity~~~~~

If your organization or business wants to take advantage of an opportunity to contact the 250+ conference attendees by being an exhibitor or vendor you can get more information on your vendor/exhibitor opportunity by contacting the Clearwater RC&D at (208) 882-4960, Ext. 102 or email:

[barb.knapp@clearwaterccd.org](mailto:barb.knapp@clearwaterccd.org)

Exhibit and vendor booths will be set up in the Red Lion Hotel. Setup and location details will be available at a later date. Exhibits will consist of a fully skirted table with chairs. Electrical connections are available upon request, you provide the rest.

Exhibit fees are \$50. Vendors will be charged a fee of \$100.

## ~~~Seeking Silent & Live Auction Donations~~~

We are seeking donations of art, crafts, special books and/or publications, quilts, jewelry, gift baskets, etc. for the Silent and Live Auction. These items should be the type of things that each of us would love to own or items that display the incredible talent and creativity so many of you have. Proceeds from the Auction will be used to benefit Western RC&D Association, Inc. Please see the back side of the registration form for auction item donation pledge information. For more information about the Silent and Live Auctions you can contact Barb Knapp, Clearwater RC&D at (208) 882-4960, Ext. 102 or email:

[barb.knapp@clearwaterccd.org](mailto:barb.knapp@clearwaterccd.org)

## ~~~~~Questions~~~~~

### **For Registration Questions Contact:**

Jennifer Norberg, CEDA

Phone: (208) 746-0015

Email: [jnorberg@clearwater-eda.org](mailto:jnorberg@clearwater-eda.org)

### **For All Other Questions Contact:**

Barb Knapp, Clearwater RC&D

Phone: (208) 882-4960, Ext. 102

Email: [barb.knapp@clearwaterccd.org](mailto:barb.knapp@clearwaterccd.org)

## ~~~~~Web Sites~~~~~

[www.clearwaterccd.org](http://www.clearwaterccd.org)

[www.westernccd.org](http://www.westernccd.org)

## ~~~~~Host Facility~~~~~

The four-day Western Annual Conference is being held at the Red Lion Inn, Lewiston, Idaho. You'll enjoy the convenience and luxury of this full service hotel located at the confluence of the Snake and Clearwater River and only 3 miles from the Lewiston-Nez Perce County Airport.

RED LION INN

621 21st Street

Lewiston, ID 83501

1-800-232-6730

[www.redlionlewisaton.com](http://www.redlionlewisaton.com)

Call now to reserve your hotel accommodation. Be sure to ask the desk clerk for the "Western RC&D Annual Conference" block of rooms when making your reservation. Rooms are first come, first serve. Deadline for block room rates is midnight, March 4, 2011. **Room rates** are \$80 for 1-2 people. **Airport shuttle to hotel** is available by giving them a call. The Hotel also offers shuttle service within a five mile radius of the hotel for your convenience.

## ~~~~~Alternate Accommodations~~~~~

There are alternate hotel accommodations close to the Red Lion Inn, Lewiston, ID.

Inn America

702 21st Street

Lewiston, ID 83501

1-800-469-4667

[www.innamerica.com/lewisaton/reservations.aspx](http://www.innamerica.com/lewisaton/reservations.aspx)

## ~~~~~Airport Information~~~~~

Lewiston-Nez Perce County Airport serves the Lewis-Clark Valley and is only a few minutes from the Red Lion Hotel. When making your travel plans for this conference, it is the preferred airport. Should you fly into Spokane International Airport, you will need to reserve a rental car. The Spokane airport is 100 miles and two hours from Lewiston.

## ~~~~~Cancellation/Return Check Policy~~~~~

To receive a refund for your Conference registration fee, a written cancellation must be received by March 4, 2011. The cancellation may be sent to Clearwater Economic Development Association, faxed to (208) 746-0576, or emailed to [jnorberg@clearwater-eda.org](mailto:jnorberg@clearwater-eda.org). A \$50 processing fee will be deducted from the refund. Refunds will not be granted on or after March 5th. Substitutions may be made by contacting Clearwater Economic Development Association, faxed to (208) 746-0576, or emailed to [jnorberg@clearwater-eda.org](mailto:jnorberg@clearwater-eda.org).

# 2011 WESTERN RC&D CONFERENCE

*Conversation at the Confluence:  
Snaking our Way to Clear Water*

## Auction Items Pledge Form

Council Name \_\_\_\_\_  
(or Individual's Name)

Council Location \_\_\_\_\_

Pledged Auction Items Listed Below:

Description: \_\_\_\_\_ Value: \_\_\_\_\_  
1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Thank you for your generosity and please bring these items with you to  
Barb Knapp at the registration table at the conference.



**Thank You**

Red Lion Hotel  
621 21st Street  
Lewiston, Id  
1-800-232-6730  
www.redlion.com

**2011 Western RC&D  
Conversation at the Confluence:  
Snaking our Way to Clear Water  
March 12 - 16, 2011  
Lewiston, ID**

Clearwater RC&D  
P.O. Box 9576  
Moscow, Id 83843