



# Rural Legacy

A Quarterly Newsletter of Women, Land, & Legacy  
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## Grant Project Results in a Small Business Legacy Listening Session

On July 9, 2014, ten small business owners from Tama County gathered for the first Small Business Legacy Listening Session. This event was created as a partnership of the Tama County Women, Land and Legacy (WLL) Local Team, WLL State Team and the Tama County Economic Development Commission (TCEDC). TCEDC Director, Heath Kellogg has been very supportive of connecting with Women, Land and Legacy, and sees this as a way to expand and reach small business owners in the county, especially women. In attendance, there were also three representatives from Business Legacy LLC, including Cynthia Goro, who will likely serve as a resource for the new small business group and also the long-lived Tama County WLL.



The participants represented a mix of small businesses in the county and especially enjoyed the listening session format as a way to share their experiences and ideas. In addition to this, many suggestions and actual resources were shared throughout the evening. Heath Kellogg mentioned, "You've heard ideas tonight to save you thousands of dollars in your business. You are the founding members ...continued on page 3

## WOMEN, LAND & LEGACY TO HOST SOCIAL MEDIA WORKSHOPS FOR WOMEN IN AGRICULTURE AND BUSINESS

**August 6, 2014 – Des Moines, Iowa** Women, Land and Legacy will host two social media workshops for Iowa women involved in agriculture and/or rural businesses. Women can learn how to build or improve their business using social media tools by attending one of two morning workshops on Aug. 20 in Des Moines or Aug. 21 in Cedar Falls.



Social media is everywhere, including agriculture. It's important to understand how it works for you and your business. Social media creates platforms for discussion, a consumer connection, a real-time stream of information and much more. The Women, Land & Legacy State Team is providing this unique opportunity through a grant from USDA Rural Development.

Claire Celsi, Director of Public Relations at Spindustry Digital in Des Moines, will lead the workshops. Celsi has spent years working as a marketing, public relations and social media professional and taught internet marketing, PR and social media classes at Drake University.

There is no cost for the workshops. However, *space is limited*, so please register by **Monday, Aug. 18** to [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org) and indicate which location you will attend. The same workshop will be conducted at each location. Participants do not need to be WLL members to attend.

Registration begins at 8:30 AM. **The interactive workshop will run from 9 AM to noon.** A complimentary continental breakfast will be available. Laptops and/or tablets are encouraged but are not necessary for the workshop.

**August 20<sup>th</sup> workshop will be held at Clive City Hall at 1900 N.W. 114th St. Clive, IA 50325.**

**August 21<sup>st</sup> workshop will be held at the Waterloo Center for the Arts at 225 Commercial Street, Waterloo, Iowa 50701.**

People needing special accommodations should contact Laura Crowell at 515-323-2207.

## Johnson County WLL has Successful First Learning Session on Farm Leases!

On Tuesday July 29<sup>th</sup>, over 30 landowners met at JCS Family Farms in Iowa City to learn from three expert presenters on requirements and guidelines on farm leases. Presenters included Kirsten Schulte, Farm and Ag. Business Management Specialist with Iowa State University Extension and Outreach, Ed Cox, Staff Attorney with the Drake Ag. Law Center, and Cathy Sladek of JCS Family Farms. Topics included cash rental rates, flexible leases and lease terminations, tenure security and reimbursement for improvements, cost and risk sharing, communication, and mandatory conservation provisions, among others. Participants were encouraged to attend upcoming IA State Extension farm lease programs throughout the month of August around the state.



Many thanks to our hosts, JCS Family Farms and also New Pioneer Co-op for providing great refreshments!

Other upcoming Johnson Co. events will include a social gathering at a local farm and later this fall, a partner event with Bur Oak Land Trust on small tool and machine operation, invasive species identification and management, among many other pertinent land management practices. Stay tuned!

We're on Facebook! [https://www.facebook.com/womenlandandlegacyjohnson?ref\\_type=bookmark](https://www.facebook.com/womenlandandlegacyjohnson?ref_type=bookmark)

For more information on Johnson County WLL, please contact Wren Almitra, 319-337-2322 x3.

### ***Stay Connected Between the Newsletters!***

Share upcoming events, share stories, email them to us at [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org).

We are glad to post events on the website calendar and the Facebook calendar.

We will also share stories on the blog!

[www.womenlandandlegacy.org](http://www.womenlandandlegacy.org) and [www.facebook.com/womenlandandlegacy](https://www.facebook.com/womenlandandlegacy)

## Has your email changed???

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Thank you!

**Rural Legacy** is a quarterly publication of **Women, Land, & Legacy**. Our vision is to help agricultural women come together to converse, listen, & become empowered to act on their landscape & in their community.

***We invite newsletter suggestions & contributions from participants & readers.***

The newsletter is **published** each February, May, August, & November & may be viewed at [www.womenlandandlegacy.org](http://www.womenlandandlegacy.org).

**Email submissions** to [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org), no later than the 15<sup>th</sup> of the prior month.

Visit us on our **Facebook** page [www.facebook.com/womenlandandlegacy](http://www.facebook.com/womenlandandlegacy).

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**Grant Project...continued from page 1...**of this group, let's get more of our local small businesses to participate". Participants shared stories of how they got started in their business, their visions for the future, and what they still need information about and assistance with.

At the end of the evening, they decided that they didn't want this effort to stop here and chose to meet on a quarterly basis. At future sessions, they will continue to share their experiences, ideas, information and resources. Each participant was given the charge to bring at least one new business owner to each meeting so that more of the small business sector in the county can gain from this effort.

This session is a direct result of the work being done as part of the WLL Rural Business Enterprise Grant (RBEG) project that the WLL State Team has led since 2012. The future leadership of the Tama County Small Business Legacy will likely fall within the realm of the Tama County Economic Development Commission, with some assistance from Tama County WLL.

It was a very successful event that will lead to direct assistance and the building of a network amongst the small business climate of Tama County.

## What's Going on in Your WLL County?

Please drop us a note when you have happenings in your groups!  
 We'd love to hear and to share!





*Women Caring for the Land* is a program for women landowners who want to learn more about working with their tenants on conservation for their farmland. The meetings are sponsored by Women, Food and Agriculture Network with support from the NRCS, DNR, and ISU Extension. To learn about upcoming meetings and find other conservation resources for women landowners, visit [www.wfan.org](http://www.wfan.org) or call Carol Schutte at [641 430 2540](tel:6414302540).

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