

# Rural Legacy

A Quarterly Newsletter of Women, Land, & Legacy  
Vol. 3 Issue 3 | May 2015

## Mel's Musings

It was 20+ years ago. Long before there was a cell phone in the family. Long before Garmin's were dreamed up. Long before Siri could tell you where to turn.

My husband decided to semi-automate the feeding method for our calves being fattened for market. This involved installing concrete feed bunks.

The day before the bunks were to be delivered from miles away, the driver phoned our home.

Driver: "Is your husband there?"

Mel: "No. May I help you?"

[uncomfortable pause]

Driver: "Can you give me directions?"

Now, growing up the daughter of a county engineer, I could read a map before I could walk. Well, practically. So I confidently rattled off instructions for him to get from Strawberry Point to the feedlot at my in-laws' place in southwestern Tama County.

He read back his notes to make sure he had everything correct, then added, "You're the first woman to ever give me directions using north, south, east and west." I had to chuckle.

Fast forward to earlier this year. My husband and I were walking down an interior corridor of a high-rise medical complex in Des Moines when he suddenly asked, "What direction are we walking?"

Little Voice: "Where did this come from?!?"  
*(continued on page 4)*

## Announcing the 3rd Annual Iowa Women's Landowner Conference

Iowa County Women Land and Legacy (WLL) along with Iowa Land Sales & Farm Management are happy to announce their continuing partnership to host the Third Annual Iowa Women's Landowner Conference on June 18th, 2015 in Brooklyn, Iowa.

With women owning or co-owning nearly half of Iowa's farmland, they have the potential to transform Iowa's landscape and farm communities in significant and positive ways. This Partnership is to provide information to those who want to learn more about how to care for and pass on the land.

By utilizing feedback from conference attendees,



this year's agenda is full of relevant, impactful information. This year's sessions will cover: Estate Planning (tax issues, wills, powers of attorney), Grain Marketing, Land Rent and Lease agreements – building a successful owner/tenant relationship and Creating a Legacy.

Mike Pearson, host of Market to Market and local farmer/businessman, will be moderating the event for the third year. Local session experts include: Angie Cook, Attorney & CPA;  
*(continued on page 4)*

## Upcoming Events

- June 6<sup>th</sup> Map of My Kingdom, Washington
- June 11<sup>th</sup> Listening Session, Pocahontas
- June 18<sup>th</sup> Women's Landowner Conference, Brooklyn
- June 24<sup>th</sup> Vineyard & Winery Tour, Wapello
- June 25<sup>th</sup> Lavender Tour, Thurman

View More Info & Events At

[www.womenlandandlegacy.org/events-calendar](http://www.womenlandandlegacy.org/events-calendar)

[www.facebook.com/womenlandandlegacy/events](https://www.facebook.com/womenlandandlegacy/events)

**New “Tools” Now Available to Strengthen WLL Teams and Communities**

The participation of local women in planning and carrying out WLL listening and learning sessions is a hallmark and one of the most exciting aspects of the work of WLL. Local teams are a real source of empowerment for the women who participate in them---and they work very effectively to empower other rural women in almost a quarter of Iowa’s counties.

Local teams that have been active for several years in WLL may have held successful learning sessions for almost all of the topics on their original listening session list. They also are experiencing some natural turnover on their teams. Local team women are interested in other ideas for programs, considering new audiences, ways to renew team members, find new members, and work well as a team.

The WLL state team encourages local women to share how they see their roles and activities and has been listening to these needs. Over the last 2 years, through a Rural Development grant, the state team has had an opportunity to really work on what can assist local teams with their needs.

Since each local team and local situation is different, a “program” did not seem appropriate! So, instead, **the focus is on 2 sets of activities or “tools” that each local team can customize to their own situation.**

- In one set or “Toolbox: Focus on the Local Team” are tools to strengthen local teams with clear images of the way they want to work and assistance in finding the members they need to work together for sustainability. In this set, teams will find tools:
  - to focus on the WLL vision and their own vision as a team,
  - to think about how they want to be connected and to communicate as a team,
  - and team building tools to assist them with finding the talents that they need for a strong team and work out their team roles
- In the other set or “Toolbox: Focus on the Community” are tools to strengthen community opportunities for WLL local teams by connecting the work of the team with well-being and

livelihood in their community. In this set are tools, teams will find:

- ways to explore and understand how they see “community”,
- ways to understand how families are supported in their community,
- and an exciting tool to find and connect opportunities for families in their community and consider how they could strengthen them.

Descriptions and directions for both “Toolboxes” are now included in the WLL Development Guide and assistance in using them is available from WLL’s State Team. For more information, contact WLL Coordinator Mel Bro at [mel@wfan.org](mailto:mel@wfan.org) . Ask about them soon!



A sister organization of WLL-- Women, Food & Agriculture Network-- will host its 2015 annual conference in Davenport, Iowa on November 6-7. Join with other Midwest women who are passionate about healthy food and farming.

This year's theme is “Women Protecting Pollinators, Protecting Food,” which will focus on native pollinators and building robust local food systems in our communities.

Field tours will include Quad Cities Food Hub, Quad City Food Forest, Edible Landscape projects, and women-owned farms in the area. Workshops will feature habitat creation, farmland conservation, slow money, beginning farmer resources, land access, and much more.

Check for more information and find a registration form at [wfan.org](http://wfan.org) .

Exhibit tables are available.

## Grant Funding Fuels Johnson Co. WLL Outreach Wren Almitra, Johnson County WLL

The Johnson Co. WLL chapter has directly impacted approximately 130 women and men through five successful events to date, and have reached over 1,000 in Johnson Co. Much of this success can be attributed to generous grants, solid partnerships with other organizations, and a broad spectrum of event promotion. To date we've been awarded \$3,000 in grant support towards our efforts to bring women together in the county to learn, engage, and network. Specifically, we've received two grants from the Leopold Center for Sustainable Agriculture's Competitive Educational Support Program (CESP). This includes a grant received in 2013 that allowed us to outreach to over 1,000 county women, encouraging them to attend our Listening Session. We've recently received another grant through the CESP to assist with expenses of bringing Mary Swander's play *Map of My Kingdom* to the area. (See contact information for the CESP below.)

In the fall of 2014 we were contacted by a representative from one of the local Walmart stores encouraging us to apply for community grant funding under their "women and economic empowerment" pillar. Through that we received \$1,000 to use at our discretion. (See Walmart grant website below.)

Also, we are very fortunate to have a local grocery that provides funding towards each of our events to procure refreshments. This is particularly helpful as many grant programs, such as the CESP, don't allow for food purchases.

To find grants or other contributions for your WLL efforts, identify as many potential partners and grant sources available in your community and throughout the state. Some of these may include community foundations, banks, casinos, women organizations, agricultural groups, and many others. While some grants can be quite a process to apply for, the grant process for the funds we've received have been fairly easy and painless. If you don't have any experience with grant writing, here are a few tips:

**Ask questions:** if at all possible find a direct contact person to communicate with. Ask them any question you can think of regarding eligibility, the application process, how the funds can be used, and documentation and reporting of expenses.

**Be thorough and succinct:** find a balance in giving as many pertinent details as possible but avoid drowning out those details in too much narrative.

**Review, review, review:** always get at least one other person to help review the application to make sure you've got everything covered and accounted for.

**Keep trying:** Don't get discouraged if your application is declined! Some grants are much more competitive than others. When possible, ask for feedback on why your application didn't get selected and make adjustments for the next time around.

Best wishes in your search!

Leopold Center for Sustainable Ag. Competitive Educational Support Program (CESP)

Contact: Laura Miller Phone: (515) 294-5272

Email: [lwmiller@iastate.edu](mailto:lwmiller@iastate.edu)

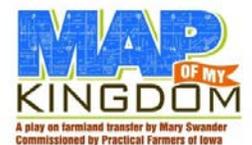
<http://www.leopold.iastate.edu/grants/education>

Walmart: You can apply through the website below. I'd recommend getting in touch directly with a store representative just to let them know about your group.

<http://foundation.walmart.com/apply-for-grants/local-giving>

### Map of My Kingdom, Farm Legacy Letter Workshop

June 6<sup>th</sup>, 2015 at 9 am  
Washington Public Library



Johnson County WLL, with other sponsors, is excited to bring Mary Swander's *Map of My Kingdom* and Practical Farmers of Iowa's Farm Legacy Letter Workshop to the area.

The play begins at 9 a.m. with the workshop to follow. Participants can come just for the play.

More information and pre-registration are available at [www.jcswcd.org](http://www.jcswcd.org).

**Mel's Musings, continued from page 1...** I took just a couple of seconds to mentally retrace our steps from the parking ramp, around corners to the elevator and around a couple more corners to where we were before confidently answering, "West." Mr. SmartPhone, surprised by my certainty, had to pull out his portable brain to check. Dear, never doubt The Wife or the daughter of an engineer.

Which brings me to recent thoughts about Women, Land & Legacy.

Your Little Voice: "Where did this come from?!?"

As Women, Land & Legacy's Local Teams gather to plan upcoming events, it may be helpful to first pause and retrace your steps already taken. Reflect back on your team's journey, whether it be long or short, the path it's taken, the Learning Sessions it's held, the people your local program has affected. Then look at the path ahead of you and chart the course your team wants to take together, leading agriculture in your county or cluster.

Sometimes we need to stop and mentally retrace our steps in order to know the direction to go next. As a Local Team, be sure to occasionally take time to map that trajectory, and then confidently lead your program into the future.

I'll borrow an FFA theme from a few years ago, "LOL: Lead Out Loud!"

btw: No, I don't own a Garmin. And it's creepy that phones talk.

Melody Bro,  
WLL Coordinator

*As Women, Land & Legacy's Local Teams gather to plan upcoming events, it may be helpful to first pause and retrace your steps already taken. Reflect back on your team's journey....then confidently lead your program into the future.*

**3<sup>rd</sup> Annual Women's Landowner Conference, continued from page 1...** Laurel Bower Burgmaier, Producer with IPTV; Elaine Kub, Author, Mastering the Grain Markets; Vince Johnson, Land Broker; Matt Mann, Accredited Farm Manger and Rona Wyant, farmer and owner of Fireside Winery.

The conference will be held on Thursday, June 18th at the Michael J. Manatt Community Center in Brooklyn, Iowa. Registration begins at 8:30 am. Various speakers are scheduled throughout the day, concluding at 3:30 pm. Early registration is \$30 for those registered by June 8th. After June 8th, the registration fee is \$40. Snacks, lunch, handouts and door prizes are all provided.

To reserve your seat at the conference, register online by visiting <http://iowalandsales.com>. You may also call 319-668-2010, ext. 2 or email [mel@wfan.org](mailto:mel@wfan.org). Registration fees may be paid in advance or on the day of the event.

**Iowa County WLL Receives  
USDA Civil Rights Award**

USDA recently recognized the Iowa County WLL local team for its passion for education, empowerment and outreach to women by presenting the group the USDA Joint EEO/CR Committee 2015 Group Award.

The award recognizes USDA employees for their efforts to provide outreach and service to underserved customers and promote civil rights.

For the complete story, visit our blog at [www.womenlandandlegacy.org](http://www.womenlandandlegacy.org).



Iowa County WLL's Local Team, photo provided

### Partners Host Social Media Workshop

Women Land and Legacy held a social media workshop the morning of April 1<sup>st</sup>, 2015 in partnership with the Tama County WLL local team. JoAnn Seeman, Digital Communication Strategist with Spindustry Digital presented.

Since this event wasn't just a local team event, and was open to anyone, our new WLL coordinator, Mel Bro, introduced the concept of WLL to all attendees. The interactive workshop continued all morning, and with such an intimate group, we all were able to share our ideas, excitement, and even some doubts. We all agreed that social media is a little frightening at the beginning.

Workshop attendees created individual SMART social media goals. SMART goals are Specific, Measurable, Attainable, Relevant and Time-bound. We used this system to think of social media goals, but the SMART goal process can be used to develop any goal.

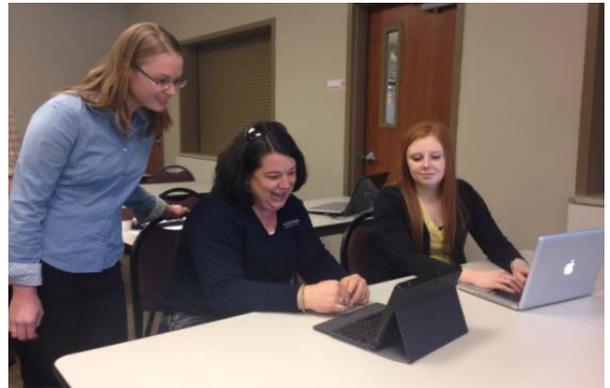
Try it! Seeman emphasized this concept, saying that in order to be as successful as possible, you not only need a goal, but a SMART goal.

After we developed our goals, we worked on understanding our main audience's persona. Your persona is your idea customer or your customer that correlates with the majority of your audience. We individually answered questions related to our persona's background, demographics, communication preferences, demeanor and more. Not just knowing these answers, but understanding how they think, helps in getting the right content out on social media. We thought about what our persona's goals are on social media. What do they want from us?

The workshop continued with conversations about SEO, call to actions, tips and tricks for Facebook and Twitter and measuring growth. We agreed that quality beats out quantity on our social media goals as managers of accounts *and* as users ourselves.

Spindustry Digital presented at our first WLL social media workshop in the fall of 2014. This 2<sup>nd</sup> workshop was another great morning of learning and networking. Thanks go out to Spindustry Digital, JoAnn Seeman, Tama County WLL, Tama County Economic Development Commission and all those who attended.

Let's stay connected! Find us on Facebook and join the conversation! [www.facebook.com/womenlandandlegacy](http://www.facebook.com/womenlandandlegacy)



Spindustry Digital's JoAnn Seeman (left) checks the progress of Amy Tlach (center) of the Iowa Soybean Association and Haley Stalcup, Iowa Cattlemen's Association



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### Iowa County WLL Attends Social Media Workshop



Iowa County WLL is excited to share their newly created Facebook page entitled "Iowa County Women Land and Legacy"! Two local team members attended the Social Media Workshop hosted by the State WLL team and Tama County WLL on April 1<sup>st</sup> in Toledo. Utilizing the tips and suggestions discussed at this workshop, they successfully launched their very own page the second week in April. It has been a huge success so far with more than 130 page "likes" in under 48 hours. When asked about the page, local team member Jennifer Ness commented, "I'm so glad we waited to set up our page until after the workshop. I never would have thought about how important it is to post pictures, tag people and like other businesses to get your own page going. We also encouraged all local team members to invite people in their Facebook friends list to "like" our page. The success and momentum has been a little overwhelming!" The local team had been discussing utilizing Facebook to spread awareness of WLL since the group started in 2011. It is awesome to see them accomplish this goal, and do so with success.

### Women Gaining Ground Conference

Women, Land and Legacy of Southwest Iowa hosted the 1<sup>st</sup> Annual Women Gaining Ground conference on March 21<sup>st</sup>, 2015.

The conference featured Holly Hoffman as the keynote speaker. Holly, a former contestant on the reality show, "Survivor," inspired participants to seize opportunities and focus on attitude, confidence, determination, desire and faith. Several educational breakout sessions were well-attended and participants also enjoyed net-working and shopping with local entrepreneurs.

Be sure to attend the cluster's next event on June 25, a tour of Moonstone Lavender Gardens near Thurman, Iowa. Find more information for this event on the WLL website or Facebook page!



Speaker Holly Hoffman addresses ladies attending WLL of Southwest Iowa's Women Gaining Ground conference, photo provided



### Financial Resources for Small Farms

Women, Land & Legacy has been contacted by Veridian Credit Union, and this financial institution is hoping we can help with market research.

Veridian is looking into expanding its services to small farm operations, especially those 100 acres or less. It is most interested in these operations' needs for business planning and credit advice. But the first step is to research whether or not these services are needed.

If you would like to participate, a short survey may be found at <https://www.surveymonkey.com/s/veridianfarm>. Contact information for Veridian's Eric Kinman is included on the survey.



### North Dakota Friends Hold Ladies Ag Night



Towner County Ladies Ag Night, held on March 30<sup>th</sup> in Egeland, ND, had a record attendance with a diverse group of women. "Refuse to be Ordinary...Show the World Your Colors" was chosen to remind women of many things. First being that those who are active in agriculture, are bright, vital, and bring various degrees of color to our farms and families. Plans for next year are already underway with a tentative date of March 21, 2016.

For the rest of the story and more pictures, visit [www.facebook.com/womenlandandlegacy](http://www.facebook.com/womenlandandlegacy).

photo provided

## New Century FS Obtains SHARE Grant from Iowa Farm Bureau Federation

Emily Ewoldt, New Century Farm Service

In early December Emily Ewoldt, a WLL participant and a Precision Ag Coordinator with New Century Farm Service, successfully applied for a SHARE grant from the Iowa Farm Bureau Federation. The goal of this grant is to help educate communities in different areas involving agriculture. Emily focused her grant on the N-WATCH Program.

N-WATCH is a tool farmers can use to help track and manage their nitrogen applications on their corn crops. The soil test is done to see how much plant available nitrogen is in the soil – both nitrate nitrogen and ammonium nitrogen. A wooden template is used for 30-inch rows with 11 holes spaced out on top, and 11 on bottom. The two rows of holes are for sampling at 1 foot deep and 2 feet deep. This sampling process is done six times throughout the growing season, including one after harvest. The goal of New Century's SHARE Grant is to create 40 more N-Watch sites between Tama and Benton County. All 40 of these sites are filled and all have been sampled for their first test.

Besides the 40 SHARE grant sites, Emily also has 68 other sites throughout the state of Iowa. As harvest ends, New Century will create a summary report of its findings. New Century uses the N-WATCH program to help promote managing nitrogen as a system, which means splitting up nitrogen applications, rather than only doing one. Managing nitrogen as a system helps reduce risk by following the 4R's of nutrient management- Right source, Right rate, Right time, and Right place. This is a kick-off year for using N-WATCH; previously, New Century only had around a dozen sites. It will be exciting to see how the results change throughout the season. It will definitely be a learning experience.



Emily Ewoldt of New Century FS taking soil samples for N-WATCH, photo provided

Explore more on the 4Rs of nutrient management at <http://www.nutrientstewardship.com/>.

**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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