



# Rural Legacy

A Quarterly Newsletter of Women, Land, & Legacy  
Vol. 3 Issue 1 | November 2014

## Women Land and Legacy Celebrates Ten Years of Empowering Iowa Women

In its 10-year history, Women, Land and Legacy (WLL) empowered nearly 1,500 Iowa women farmers and landowners through locally-based networking groups in 42 counties.

The USDA State Outreach Council created WLL to help USDA learn what information and services Iowa rural women needed to reach their land and farm management goals, said Jay Mar, state conservationist for the USDA-Natural Resources Conservation Service, which is a member of the Council. WLL is led by a state team of staff from USDA, Iowa Department of Agriculture and Land Stewardship, Leopold Center for Sustainable Agriculture and a non-profit consultant.

Through WLL, women participate in a small-group dialogue process, or listening sessions, which helps them identify their connections to the land, information and educational needs and the most effective ways for USDA to deliver



### In This Issue

- WLL Celebrates 10 Years!
- WLL Coordinator Wanted
- Mini Grants Applications Extended!
- RBEG Deadline Extended

that information. These sessions are followed with programming developed by what is learned during the listening sessions.

The listening session outreach process was first tested in 2004 at the Practical Farmers of Iowa conference; 11 women participated. Howard County hosts the first WLL listening session in 2004 with 60 women participating.

The WLL State Team and the USDA Outreach Council released "Women, Land and Legacy: Change Agents and Agency Change in Iowa" in 2010, based on evaluations of WLL participant experiences. These results helped guide the direction of other women outreach projects including Women Food and Agriculture Network.

"WFAN relies on the findings of a decade of Women, Land and Legacy meetings and research to inform our work with women landowners on soil and water conservation through our current Women Caring for the Land program," said Leigh Adcock, former WFAN executive director.

WLL is currently active in 20 Iowa counties. For more information or to access WLL reports and evaluations, go to [www.womenlandandlegacy.org](http://www.womenlandandlegacy.org).

## Looking for Qualified Applicants New WLL Coordinator

Got a passion for Women, Land and Legacy? Want to help spread that passion? You could be the new WLL Coordinator!

The new WLL Coordinator will be responsible for the daily WLL operations of the WLL, promote growth of WLL throughout Iowa, and provide outreach to the local teams to help them be more sustainable. The coordinator will support local teams, serve as the key contact with local teams, and coordinate the services provided through WLL with assistance from the State Team.

The WLL Coordinator will report to the Women Food and Agriculture Network (WFAN) Executive Director, and will be advised by the WLL State Team. The Team will provide the coordinator training and direction, assistance with the quarterly newsletter and social media, assistance with communication with key state-level agency leadership, and support in conducting evaluations.

### WLL Coordinator responsibilities will include:

Programmatic:

- Coordinate new local teams and assist each in an initial listening session
- Assist existing groups to continue to provide educational and networking meetings
- Facilitate information sharing with the local groups, including the WLL Toolbox
- Ensure that the WLL newsletter is published quarterly
- Maintain social media and calendar of events
- Meet quarterly with the WLL State Team
- Ensure evaluations of WLL programming are conducted

Administrative:

- Meet weekly with WFAN Executive Director
- Identify future funding opportunities
- Assist in writing grant reports and grant applications
- Tracking and submitting expenses

Other:

- Speaking engagements and speaking to reporters, as needed
- Assist with fundraisers, as needed

(continued on page 3)

## WLL Mini-Grant Opportunity

Through the Women, Land and Legacy Rural Business Enterprise Grant (RBEG), the State WLL Team is able to offer WLL local teams the potential for mini-grants to assist in their WLL efforts. Applications are due to the state team no later than November 30, 2014 and can be sent to [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org). The state team will prioritize and make selections based on the type of session and topic, expenses requested for reimbursement, date of session, and other information provided by the applicant local teams.

Applications can be made for up to \$500. Funds can be used to reimburse WLL local teams for event expenses such as: speaker fees, facility rental, postage, printing, and promotion. Funds cannot be used for expenses related to food or door prizes. Qualified events include listening sessions and learning sessions that take or took place between September 15 and December 15, 2014. Receipts for costs must be submitted for reimbursement to the state team no later than December 16.

Local teams making application also must agree to and cooperate with the state team on evaluation of the events. Please direct any questions to the State WLL Team at [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org).

## WLL RBEG Deadline Extended

The Women, Land and Legacy (WLL) State Team has accomplished many items related to the Rural Business Enterprise Grant (RBEG) funding that was received in 2012. Fortunately, our deadline has been recently extended to December 31, 2014, which will enable us to provide more resources to WLL counties statewide.

Since August, the work accomplished through the RBEG funding included two social media workshops, one provided in Clive and the other in Waterloo. Attendees learned the basics of social media and some additional details and tips that will allow WLL counties, individuals, small businesses and organizations to expand their social media efforts. By extending the RBEG deadline date, we intend to offer one or two more sessions to further that training. Watch for notification about additional social media workshops to take place!

The two RBEG project pilot counties, Tama and Iowa, moved forward...(continued on page 4)

## 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!

**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).

### State Team

Corry Bregendahl, Leopold Center  
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(continued from page 2, WLL Coordinator)

- Identify and participate in professional development
- Other duties as assigned by Executive Director

### Qualifications:

- Experience in mentoring, facilitation, evaluation, and event planning
- Familiarity with agricultural and rural resources available to women in Iowa
- Experience with all-women learning environments strongly preferred
- Travel within Iowa is required and applicants must have a valid drivers license

### Compensation:

This position will require an average of 20 hours per week, with a starting salary of \$20,000 per year, dependent upon experience. Benefits include paid vacation time and holidays. WFAN offers office space in Story City, Iowa, however work from home is permitted.

### Application:

Please submit a cover letter addressing how you meet the above qualifications, resume, and two professional references to [wfanjobs@wfan.org](mailto:wfanjobs@wfan.org) no later than 5pm central time on December 1, 2014. Questions regarding the position announcement can be directed to Bridget Holcomb: 515.460.2477 or [bridget@wfan.org](mailto:bridget@wfan.org).

## Has your email changed???

Please update your email address for us at <http://womenlandandlegacy.wordpress.com/newsletters/>

Or simply email us at [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org).

Thank you!

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(continued from page 2, *Deadline Extended*) ... in their efforts to reach out to local small rural businesses. In July, small rural businesses in Tama County were invited to participate in a listening session, following the WLL format. Participants enjoyed conversation with each other and Tama County Economic Development Director, Heath Kellogg. They not only shared their experiences but also gained access to some important resources available in the county. They came together again in October, along with several additional businesses, and further discussed how they can balance being so involved IN their business with having time to work ON their business. The group plans to continue to meet quarterly. Iowa County held their 2<sup>nd</sup> annual “Celebrating Locally Produced Products” event in September. It was a successful event that took place at a local winery and was attended by more than 50 people and highlighted 11 participating local small businesses. Expanding WLL efforts to small rural businesses, especially those owned or co-owned by women, has proven to be well-received by participating businesses in the two counties.

In reference to the training webinar provided by the WLL State Team in June, we encourage local teams to inquire and potentially gain access to the toolboxes available that can assist in further developing efforts to expand to local small businesses and also to create more sustainability within your local team.

Recently, the WLL State Team offered mini grants to all WLL local teams to assist in your efforts to conduct learning sessions and other efforts throughout the summer. Five local teams utilized this opportunity! We are pleased to announce that we have enough funding through our extension to offer a limited amount of funding once again! See the notice specific to this offer shown in the newsletter.

Evaluation is a valuable part of every project and WLL especially uses our evaluation and analysis to lead our future efforts. Recent and current evaluation efforts included surveying WLL participants and small business participants in Tama and Iowa counties to gain an understanding of the results on their businesses related to their participation in WLL.

Our next newsletter will provide a final report of the RBEG project. We are pleased the efforts and accomplishments of the project and thank those that have participated, especially Tama and Iowa Counties!



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