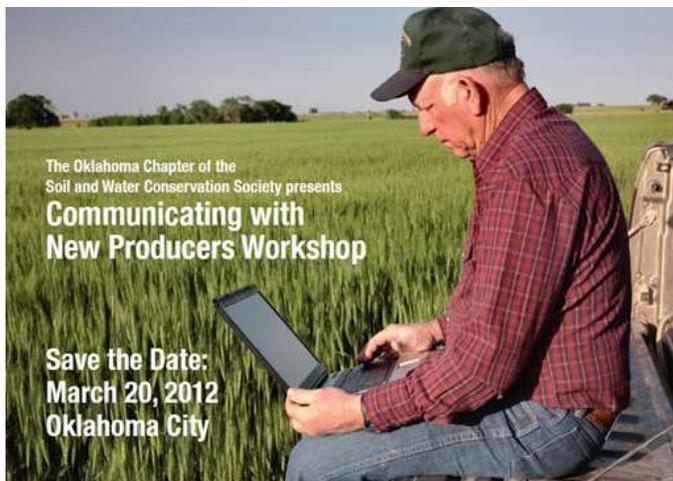


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- Daniel Moriasi, President
- Jason Warren, President- Elect
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- Melanie Oliver, Sec-Treasurer
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- Joshua Ketch

**Communicating with New Producers:
How to Reach Them, How to Teach Them**



March 20, 2012 9am to 4pm
OSU-OKC Agriculture Resource Center, 400 N. Portland Ave., Room 196, Oklahoma City, OK 73107

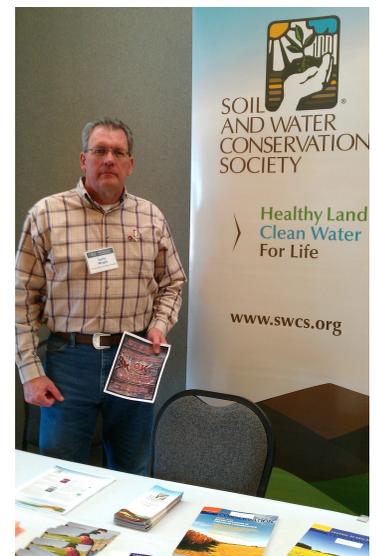
Register online today by March 2 for \$35. After March 2 or at the door registration is \$50
Agricultural educators, public agencies, consultants and extension agents are seeing a new type of producer. Many of these producers don't have a traditional background in agriculture, requiring industry professionals to adapt their outreach and education methods. Who are these new producers? What works? How do you incorporate social media? Get answers at a one-day workshop, hosted by the Oklahoma Chapter of the Soil and Water Conservation Society.
Without traditional agricultural backgrounds, these emerging producers face many challenges in learning the skills necessary to successfully manage a modern farming operation. As agents, educators and consultants serving the state's producers, we must change with the times and learn how to reach out to and serve the needs of these emerging farmers and ranchers.
For more information or to register, go to www.noble.org/SWCS or call [580.224.6292](tel:580.224.6292).

Welcome new member Alexandra Cumbie.

Links:

- www.swcs.org
Check out activities on the international web site.
- www.okswcs.org
Check out activities on the Oklahoma SWCS web site.
- <http://envirothonok.com/>
Learn more about Oklahoma Envirothon.
- Become a Fan on Facebook
<http://www.facebook.com/pages/Oklahoma-Soil-and-Water-Conservation-Society/11081554896772>

The Oklahoma Chapter of the Soil and Water Conservation Society exhibit booth at the **Oklahoma Association of Conservation Districts** annual conference on February 26-28 at the Reed Conference Center in Midwest City. Larry Wright set up the exhibit and also made a presentation on local food marketing and how conservation districts can become involved.



The 67th SWCS International Conference will be just down the road in Fort Worth, Texas on July 22-25, 2012. Lets all plan to attend.

Oklahoma Environthon

The Oklahoma Chapter of the SWCS will sponsor the Soils/Land Use Section Award for the Oklahoma Envirothon Competition this year. The 2012 Current Issue Topic is Nonpoint Source Pollution/Low Impact Development. The 2012 Oklahoma Envirothon is scheduled for April 3, 2012 at the OSU Botanic Gardens in Stillwater, Oklahoma. The Oklahoma Envirothon is part of a national program for high school students designed to educate and challenge young people in the environmental sciences. It is an exciting, fun way for students to learn about the environment and the issues facing this and future generations. Combining in-class curriculum with hands-on field experiences, Envirothon demonstrates the role people have in important environmental issues such as forestry, wildlife management, water quality and soil erosion.
Envirothon is a team-based program. All teams must be sponsored by their local conservation district. Teams are formed in the fall and begin studying resource materials to learn the fundamentals of natural resources management in five areas of study: aquatic ecology, forestry, soils/land use, wildlife and a special topic. The competition includes written exams on each subject



Oklahoma Chapter

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area and an oral presentation. Written exams are administered in the field at 4 or 5 test stations. Each station is staffed with a natural resource professional who is a specialist in one of the subject areas. Teams also prepare a presentation on the special topic for that year. Oklahoma Envirothon champions advance to the Canon Envirothon competition which is held at a different location in North America each summer. The top teams placing in the national competition receive Canon Envirothon Scholarships along with other awards. The Oklahoma Envirothon program is coordinated by a steering committee that oversees the state competition and participation in the Canon Envirothon. This steering committee along with volunteers from other agencies and organizations plans and conducts the Oklahoma Envirothon state competition. Members of the steering committee volunteer their time and expertise. Steering committee members for 2011 were:

- ☐ Steve Alspach, USDA-Natural Resources Conservation Service
- ☐ Karla Beatty, Oklahoma Conservation Commission
- ☐ Robert Gibbs, Rogers County Conservation District
- ☐ Shirley Hudson, Ottawa County Conservation District
- ☐ Christina Roberson, Oklahoma Dept. of Agriculture, Food & Forestry
- ☐ Alanna McFarland, Oklahoma Dept. of Agriculture, Food & Forestry
- ☐ Larry Wright, Great Plains RC&D

