

# Conservation & Environmental Education Excellence Awards Program

## Nomination Form

Individuals may nominate themselves or another individual or organization for any award. Award forms should not exceed three pages total plus one support item (such as a guide, video, or photograph). The supporting item should not be a substitute for required information. Typewritten responses are appreciated. Materials will not be returned. Please submit a separate form for each nomination. All nomination information will be kept confidential except for winner notification and publicity purposes.

**Name of Nominee** Landowner's Options: Safeguarding Iowa's natural resources for the future (booklet & website)

**Agency/Organization** Iowa Natural Heritage Foundation

**Address** 505 Fifth Ave., Suite 444

**City** Des Moines **State** IA **Zip Code** 50309-2321

**Phone (work)** 515-288-1846 **(home)** Cathy = 515-331-7709

**Email** [info@inhf.org](mailto:info@inhf.org)

**Primary local newspaper or publicity outlet, name, and address of contact person:** INHF is based in Des Moines, but we are a statewide organization and this is a statewide publication. The booklet/website are particularly targeted to Iowa landowners and the professionals who work with them, so publicity directed to these audiences is ideal. If INHF wins this award, we can assist in putting together PR contacts.

**This nomination is submitted by** Cathy Engstrom, INHF Communications Director

**Email:** cengstrom@inhf.org

### Check category entered:

- Aldo Leopold Environmental Education Award
- Bohumil Shimek Environmental Educator Award
- Chris Holt Youth Environmental Education Award
- "Ding" Darling Environmental Education Award
- Sylvan Runkel Environmental Education Award
- Outstanding County Conservation Board EE Program (pop. <35,000)
- Outstanding County Conservation Board EE Program (pop. >35,000)
- Frederic Leopold Environmental Education Award
- Ada Hayden Conservation Education Award

### Submission should be postmarked or e-mailed by December 1 and sent to:

Heidi Anderson  
IAN/ICEC Awards Committee  
11407 NW Jester Park Dr.  
Granger, IA 50109  
Phone: (515) 323-5360 Fax: (515) 323-5354  
Email: [handers@co.polk.ia.us](mailto:handers@co.polk.ia.us)

## Nomination Form, page 2

**Nominee:** *Landowner's Options* (booklet & website by the Iowa Natural Heritage Foundation)

### Summary

In April 2007, the Iowa Natural Heritage Foundation published the 6<sup>th</sup> edition of *Landowner's Options: Safeguarding Iowa's Natural Resources for the Future*. This 52-page booklet is targeted to Iowa's landowners, their families and their professional advisors. Its goal is to help landowners understand, and hopefully implement, permanent land protection options. Thus, the booklet describes 16 protection options—from bequests to bargain sales to conservation easements. Using everyday language, it explains how each option works, the legal and financial effects, potential partners and how to get started.

INHF published the first edition of *Landowner's Options* in 1982 (making this the booklet's 25<sup>th</sup> anniversary!). However, this new version is completely revised from all previous editions. Changes to the 6<sup>th</sup> edition include the addition of new topics (such as Land Protection Myths, Long-term Stewardship, Historical & Archeological Resources, and a Glossary), a four-color format with many full-color photos, several case studies, a less formal writing style, and a more user-friendly layout.

Copies of the 5<sup>th</sup> and 6<sup>th</sup> editions are included with this application. In early May 2007, we launched the booklet's online version, which you can view at [www.inhf.org/landowner](http://www.inhf.org/landowner).

### Promotion/distribution

INHF printed 15,000 copies of *Landowner's Options*, 6<sup>th</sup> edition, and intends to distribute them over the next 5-7 years. Since the booklet was published in April 2007, we have distributed more than 3,000 copies. Here are some of our target audiences and how we reach them:

- INHF distributes the booklet free of charge (including postage) to anyone on request. Most individual requests come from landowners or family members, but we also get requests from attorneys and financial planners.
- The complete booklet is also available online at [www.inhf.org/landowner](http://www.inhf.org/landowner). This special section of INHF's website contains its own navigation bar, many cross-links, and other user aids. Since May 1, we have received more than 18,000 page-views to this section of our website.
- INHF provides up to 20 free copies of the booklet to conservation groups on request—and additional copies at a bargain price. We sent sample copies to each individual county conservation board, NRCS office, SWCD office, RC&D and similar organizations with information on ordering additional copies.
- INHF has presented information about the book and how to use it to groups of landowners, conservation professionals (such as several DNR departments and the annual IACCB convention), the IAN/ICEC Winter Solstice (pending in 2008), agricultural law students at Drake University and others.
- The booklet was promoted through the Iowa Bar Association's newsletter to its members, and they provided a table at their annual convention where we could promote and give it away to Iowa attorneys.
- The booklet and website have been promoted through media releases, newspaper public service ads, INHF e-mails and publications, and some farm/outdoor publications.

## Promotion/distribution (cont.)

- INHF staff members provide free, confidential one-on-one education by phone or in person to landowners, their advisors and conservation professionals to help users apply the book's information to specific circumstances.

## Partners

This project would not have been possible without many partners, who have provided funding, distribution assistance and/or peer review.

Technical assistance and peer review were provided by legal, financial and conservation professionals. A complete list is provided on page 2 of the booklet.

The project's financial supporters are listed on page 51 of the booklet. Major funders include INHF and the Resource Enhancement and Protection (REAP) Conservation Education Program. Another 12 organizations provided up to \$1000 each. A small sample of these diverse partners includes the Iowa Conservation Education Council, the Iowa Department of Natural Resources, Pheasants Forever, the Office of the State Archeologist and two private law firms. Many of these organizations also helped distribute the booklets to their members, partners and peers.

## Testimonials

- **Mike Stegmann, Director of Marshall County Conservation Board:** "When landowners I have visited wish to protect their land, the *Landowner's Options* book is always the first reference I turn to. It is a guide that explains options that can be understood in general terms by people who don't deal with these things on a daily basis. It is just what people are looking for and gives them a sense of being on the right track—and peace of mind that leads to protecting their land. In Marshall County over the last five years, the *Landowner's Options* book has allowed for long-term protection of no less than 400 acres in three different parcels of pristine natural areas."
- **Ken Herring, Administrator of Conservation & Recreation, Iowa DNR:** "Iowa's landowners have deep roots of appreciation for the land they own and their responsibility of being good land stewards. The opportunities for landowners to permanently protect these lands through conservation methods available are often times misunderstood or completely unrecognized as landowners in Iowa go about the important job of estate and succession planning. The *Landowner's Options* provides an easy to read and understand format that gets landowners to begin the most important process of considering the options of protecting their land and who is available to assist them. It is also an important reminder for conservation professionals who work with and develop career-long relationships with landowners who are conducting conservation on their lands. These conservation-minded landowners are perhaps the "low-hanging fruit" for those willing to commit to long term protection of their land's natural resource features."

## Next steps

- Though INHF conducted many promotions for this booklet/website in mid-2007, we plan to launch additional promotions effort in 2008 (and beyond). Landowners often don't "see" this information until they're ready to see it, so it's important to keep the story fresh. Winning this award would give us a trigger for additional promotions, helping us get this important information to more Iowa landowners.