



2013 ANNUAL REPORT

Table of Contents

Page 1 Our Mission and Vision

Page 2 Letter from our Executive Director

Page 3 Letter from our Board President

Page 4-5 Marketing Report

Page 6-7 Facebook Report

Page 8-9 Overview of Prairie Rivers of Iowa's Programs

Page 10-11 Our Story - Testimonials

Page 12-13 Central Iowa Local Foods

Page 14-15 Iowa DNR Forestry Fire Program

Page 16-17 Lincoln Highway Heritage Byway

Page 18-19 Lincoln Highway Kids on the Byway

Page 20-21 Log Products

Page 22-23 Urban Forestry

Page 24 Letter from our Treasurer

Page 25 Income Statement

Page 26-27 Financial

Page 28 Prairie Rivers of Iowa's Partnerships

Page 29 Prairie Rivers of Iowa's Collaborations

Page 30 Board Members and Committee Members

Page 31 Prairie Rivers of Iowa Staff

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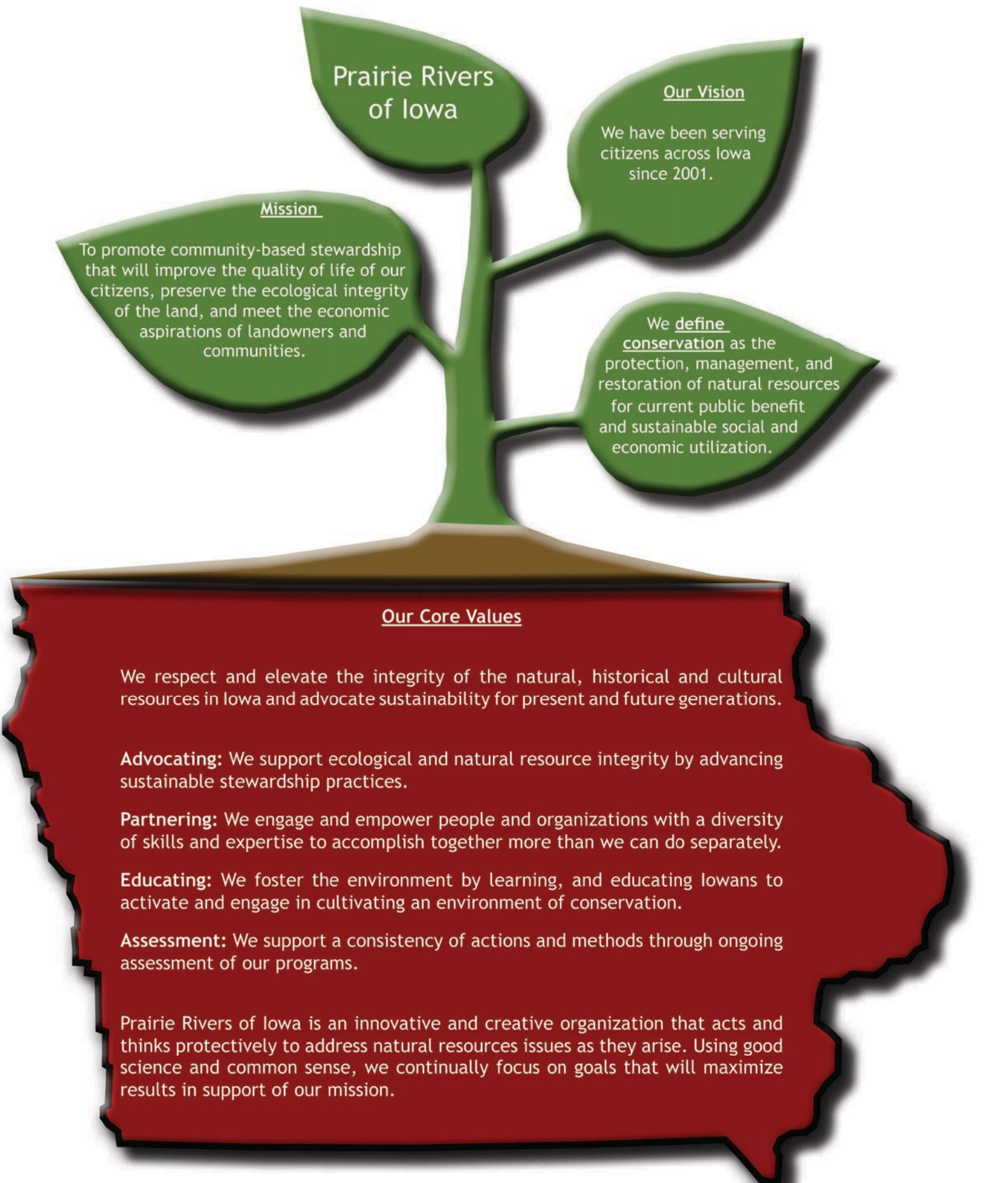
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Images in State of Iowa shape, starting in the top left corner going clockwise ©:

Neil Rowe, Ann Hegstrom, Mike Brandrup, Mike Kelly, Carl Kurtz, Jessica Johnson

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Prairie Rivers of Iowa

Mission

To promote community-based stewardship that will improve the quality of life of our citizens, preserve the ecological integrity of the land, and meet the economic aspirations of landowners and communities.

Our Vision

We have been serving citizens across Iowa since 2001.

We define conservation as the protection, management, and restoration of natural resources for current public benefit and sustainable social and economic utilization.

Our Core Values

We respect and elevate the integrity of the natural, historical and cultural resources in Iowa and advocate sustainability for present and future generations.

Advocating: We support ecological and natural resource integrity by advancing sustainable stewardship practices.

Partnering: We engage and empower people and organizations with a diversity of skills and expertise to accomplish together more than we can do separately.

Educating: We foster the environment by learning, and educating Iowans to activate and engage in cultivating an environment of conservation.

Assessment: We support a consistency of actions and methods through ongoing assessment of our programs.

Prairie Rivers of Iowa is an innovative and creative organization that acts and thinks protectively to address natural resources issues as they arise. Using good science and common sense, we continually focus on goals that will maximize results in support of our mission.



Letter from our Executive Director

Penny Brown Huber

2013 was the year Prairie Rivers of Iowa expanded every aspect of its programming!

One of the things I say from time to time is that Prairie Rivers of Iowa is focused on convening like-minded people, working to identify workable plans and then assisting in implementing real change. There has never been another organization that I have been associated with that has such committed people. Our Board engages and takes serious the work of supporting our natural resources and our staff is committed to their areas of expertise, in so many thoughtful ways, assisting people across Iowa. And our partners are as committed as we are to building a sustainable environment in Iowa.

As you look through this Annual Report, you will see that much was accomplished in 2013. Every program area was expanded, more people were engaged in participating and our projects received more attention than ever before. If you want to keep an eye on our growth as an organization, check out our new website and all the interactions on our Facebook pages.

We are always looking for volunteers to help in different ways. As you look through this report, maybe one or two stories will inspire you to volunteer and engage with us to support our natural resources.

I leave you with this thought that President Calvin Coolidge said at a speech in New York City on July 25, 1924:

“There is new life in the soil for every man. There is healing in the trees for tired minds and for our overburdened spirits, there is strength in the hills, if only we will lift up our eyes. Remember that nature is your great restorer.”

Thank you for your interest and support of Prairie Rivers of Iowa and we look forward to seeing you in 2014!



Penny A. Brown Huber

Penny Brown Huber, Executive Director





Letter from our Board President

Jim Richardson

Council Members, Staff and Supporters,

Following in the footsteps of a truly great person is a daunting task. As I assumed the leadership of Prairie Rivers of Iowa from Erv Klaas I knew I had my work cut out for me. Under Erv's leadership, Prairie Rivers of Iowa had gone from the "survival stage" to the "self-actualization stage." But, I felt that with the leadership of Penny Brown Huber, the oversight of a true penny pincher, Carman Rosburg, and the talent and dedication of a truly remarkable staff, I could hardly fail. So, with this great team and a Strategic Plan backed by a Board of Directors with diverse and abundant talent, we forged ahead and have accomplished many great things in 2013.

Some of the accomplishments were: (1) facilitating the construction of five full amenity cabins in two county parks with logs provided by our Forest Products Program. These cabins will help the county parks attract visitors to their communities that would otherwise never have made the conservation connection. Having someone as experienced and qualified as Mike Brandrup on staff to run the Forest Products Program is a luxury few non-profits could dream of today.

(2) Last year we also saw our Lincoln Highway Heritage Byway Coordinator, John Mazzello and the Program Assistant, Magon Liu's "Kids on the Byway" program named winner of the National Lincoln Highway Association's "Educator of the Year" award.

(3) Working with local schools to establish gardens on school property has helped teachers and families to promote healthier eating and an appreciation for where our food comes from. I am proud of the leadership that our staff has contributed to this project and I see this idea expanding to many more communities. In 2014 we look forward to our partnership with Story County Extension as we develop a Central Iowa Local Foods Program. One focus for this program will promote better food choices by establishing community gardens throughout Central Iowa and by engaging schools, businesses and municipalities in gardening for fun and health.

So what is ahead in 2014: (1) we will continue to promote our local communities along the Lincoln Highway Heritage Byway and to educate our young people about natural resources and sustainability. (2) We will provide hands-on experience for kids and their families with the School Garden Program. (3) We will lay the groundwork for the establishment of a local food hub, which will bring together local farmers and make it easier to fill the demand for locally grown food. Stay tuned! (4) Prairie Rivers of Iowa will help spearhead more public engagement within the Squaw Creek Management Watershed Authority. Through this project we will encourage sustainable practices to protect our water resources and help mitigate flood exposure within the watershed.

I look forward to the challenges ahead because I have seen that talented and dedicated people working in a synergistic environment can accomplish great things!

Jim Richardson, Board President



Prairie Rivers of Iowa Marketing

Jessica Johnson, Marketing Coordinator

Marketing involves many activities and strategies to tell the message of Prairie Rivers of Iowa, along with raising our profile in the communities where we work today.

Major Accomplishments

Prairie Rivers of Iowa

- Developed a new logo which led to the development of new business cards, letterheads and e-mail signatures
- Held an Open House on December 5th
- Re-engineered our display boards to be more cohesive and informative about all of our programs
- Each program developed statements regarding how each pertain to and serve our mission statement
 - o These were then placed on our website and display boards



Lincoln Highway Heritage Byway

- Created a Lincoln Highway brochure funded by a Central Iowa Tourism grant
 - o Printed 10,000, handed out to over 40 businesses and events and still counting
- Initiated Facebook advertising for the Lincoln Highway Heritage Byway
 - o January we gathered 51 new likes & 2842 impressions, while in October we gathered 17 new likes & 347 impressions
- Lincoln Highway Heritage Byway reached over 500 Facebook Fans in October
- Developed a magnet to give donors who gave donations at the 100th Anniversary Motor Tour in Colo
- Designed and marketed the Lincoln Highway Kids on the Byway Camp
 - o Marketed to 73 libraries, churches, and schools in the surrounding area
 - o Received an in kind donation from the Story County Sun for a week of free advertising

Log Products

- Created a Frequently Asked Questions and Cabin Look Book
- Attended Winterfest in Waterloo on January 24th to learn more about County Conservation
- Sent informational letters to private campground prospects about building a log cabin with us
- Created and placed a progression video of the Legacy Cabin of Hamilton County being built
- Created a PowerPoint for Log Products



Hamilton County Conservation

- Increased Hamilton County's Facebook by 309 Likes and created a posting schedule
- Created a new cabin survey for Hamilton County Conservation Board, with a corresponding QR code
- Sent articles to be published in group and corporation newsletters to bring awareness of the cabins and park benefits for Hamilton County's Conservation Board

Website

In November Prairie Rivers of Iowa developed and launched a new website. By doing this we created a cost savings of approximately \$500.00 per year. With this new website we are now able to have more flexibility in updates, changes, creation, and it also allows us to be more interactive.

Top Channel Acquisitions - These channels are our sources of website traffic

Organic (Traffic from unpaid search on any search engine) **48.10%**

Direct (Sessions in which the user typed the name of your website URL into the browser or who came to our site via a bookmark) **19.20%**

Referral (Traffic from websites that are not social networks) **17.30%**

Social (Traffic from any social network) **15.40%**

*These numbers reflect from Nov. 17th - Dec. 31st, 2013.

Future

Prairie Rivers of Iowa

- Work with Drake University on a marketing project for Prairie Rivers of Iowa
- Continue to develop and improve our website
- Expand and develop our conservation blog into an online newsletter.
- Venture into other social media outlets and increase our social media following
- Assist with the marketing of the Squaw Creek Watershed Management Authority
- Continue to develop the appeal of Prairie Rivers of Iowa brand to the public

Lincoln Highway Heritage Byway

- Develop the Pinterest social media outlet
- Hold three Facebook contests
- Increase our Facebook fan base to 1000 Likes
- Enhance media presence

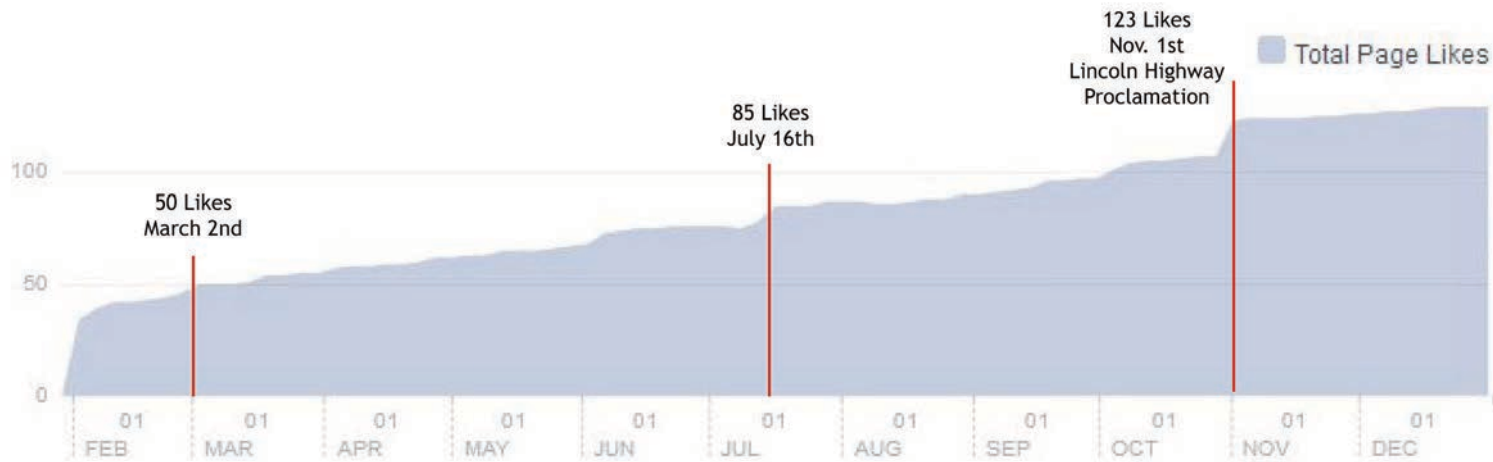
Log Products

- Develop and improve promotional materials
- Identify potential prospects

Hamilton County Conservation

- We are working on a project for Hamilton County in partnership with Iowa State University CyBiz lab to be presented on May 2nd 2014.
- We have developed and are working with a Strategic Marketing Team to develop a marketing plan for Hamilton County.





Prairie Rivers of Iowa Facebook

Jan. - Page Started 1/1/2013

Dec. 128 Likes



Like Source

On page 63.41%
Page Suggestions 14.63%
Uncategorized Mobile 11.38%



Top external references

google.com 43.75%
prrcd.org 41.25%

Demographics

Women 62%

Men 36%

Age: (Top 2 Largest Categories)
25-34 17%
18-24 & 45-54 12%

Age: (Top 2 Largest Categories)
25-34 13%
45-55 8%

Annual Total Reach: 17,010

The number of people who have seen any content associated with our Page. (Unique Users)

Annual Organic Reach: 7,105

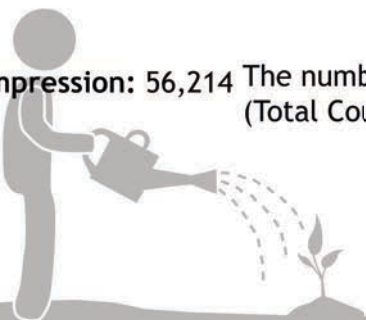
The number of people who visited/saw our Page or one of its posts in their news feed. These can be people who have liked our Page and people who haven't. (Unique Users)

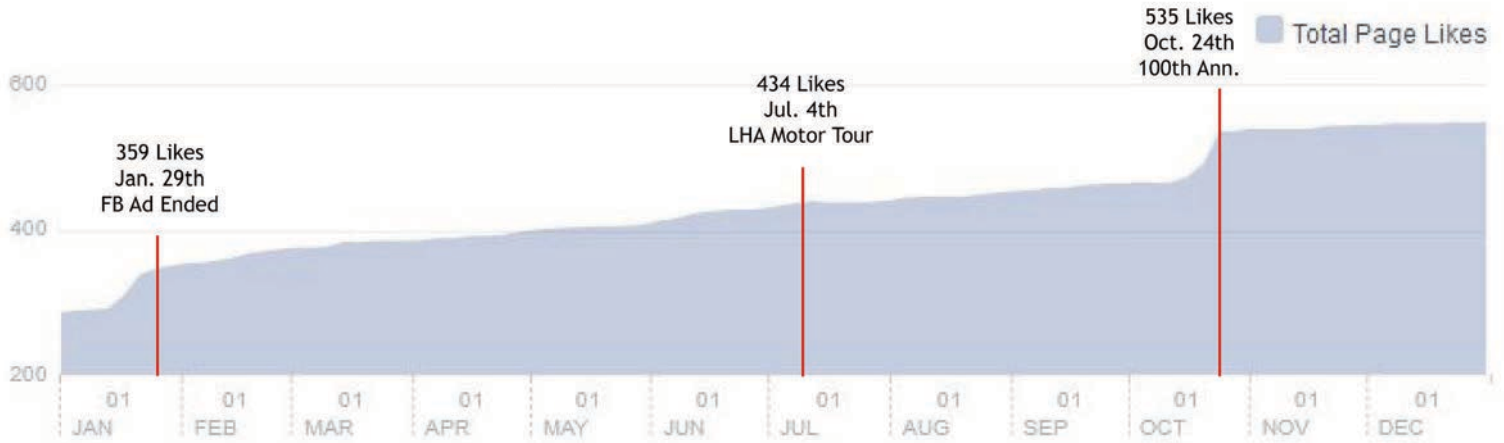
Annual Viral Reach: 10,214

The number of people who saw our Page or one of its posts from a story shared by a friend. These stories include liking our Page, posting to our Page's timeline, liking, commenting on or sharing one of our Page posts, answering a question we posted, responding to one of our events, mentioning our Page, tagging our Page in a photo or checking in at our location. (Unique Users)

Annual Total Impression: 56,214

The number of impressions seen of any content associated with our Page. (Total Count)





Lincoln Highway Facebook

Jan. - 287 Likes

Like Source

On page 47.71%
 Ads/Sponsored Stories 17.97%
 Uncategorized Mobile 12.09%
 Page Suggestions 7.52%

Dec. - 546 Likes

Top external references

google.com 84.97%
 prrcd.org 6.22%

Demographics

Women 58%

Age: (Top 2 Largest Categories)
 55-64 17%
 45-54 15%

Men 41%

Age: (Top 2 Largest Categories)
 55-64 11%
 45-55 8%

Annual Total Reach: 70,968 Unique Users

Annual Organic Reach: 25,583 Unique Users

Annual Viral Reach: 32,243 Unique Users

Annual Total Impression: 188,274 Total Count

Annual Paid Reach: 15,091 Unique Users

Facebook

Facebook is a social media outlet that has a total number of 1.3 billion monthly active users. Nonprofit pages like ours do not have to be “Liked” in order for viewers to see our information. Only those users who want to commit to our updates will “Like” our page.

**Facebook has recently changed its algorithms that control how page status updates are seen by users, putting more focus on paid advertisers. This may have a slight effect on our Facebook strategy and prominence in continuing years.*

Prairie Rivers of Iowa Program Overview

We manage a range of programs in support of our mission to improve the quality of life for citizens while strengthening the health of Iowa's environment and communities. Explore our programs to learn more at www.prrcd.org.

The **IOWA DNR FORESTRY FIRE PROGRAM** is a subunit of the Iowa DNR Forestry Bureau. This team specializes in helping Iowans with fire use and suppression.

Prairie Rivers of Iowa assists the DNR and local rural fire departments in acquiring federal excess equipment for wild land fire preparation, readiness and control and in providing training to firefighters, natural resource professionals and private citizens in prescribed and wild land fire fighting techniques.



The **LINCOLN HIGHWAY HERITAGE BYWAY**, which celebrated the 100th anniversary of the historic Lincoln Highway, is a community-driven statewide initiative to “tell the story of the places and people of the byway”.

Prairie Rivers of Iowa coordinates the Lincoln Highway Heritage Byway, Iowa's longest and most historic byway. Celebrating its 100th anniversary in 2013, the Lincoln Highway continues to be a strong engine for local economies and an enduring symbol of civic pride in communities across the state.

The **KIDS ON THE BYWAY** program offers authentic learning experiences to Iowa elementary school students by using natural and historical resources found along the Lincoln Highway. These resources are used to enhance school curriculum and incorporate environmental education outside of the classroom.



The **CENTRAL IOWA LOCAL FOODS** program's strategic approach is to start by developing multiple projects in 2013. An advisory board was selected to begin planning its strategic direction.

Current projects:

Grow Your Small Market Farm™ is a business planning program that helps potential and existing local farm and food producers learn the business skills needed to create and strengthen their farm business ventures.

The **School and Community Gardens** program, in cooperation with numerous community partners, develops and coordinates school-based community gardens to benefit students and teachers at area schools.



© Nate Mitchell, Elementary



© Jessica Johnson

The **LOG PRODUCTS** program specializes in providing Iowa grown, Iowa manufactured, white oak logs that do not require any chemical or preservative treatment to be naturally decay resistant. Prairie Rivers continues to partner with Iowa County Conservation Boards to build unique log cabins that are environmentally sustainable and have the durability to last generations.

As a non-profit organization, Prairie Rivers of Iowa Log Products is committed to helping people and organizations build the highest-quality log products, while ensuring environmentally-responsible building

The **URBAN FORESTRY** program is community-based, expanding the knowledge of proper tree maintenance for an urban city forest.

This program focuses on supplying three growing communities (Ames, Ankeny, and Waukee) the tools to better manage their forest resources, including developing tree management plans, demonstrating the value of urban forests to municipal leaders and citizens, and networking and engaging volunteers.



© Magon Liu

What better way to tell our story than from quotes of those we have helped....

After attending Grow Your Small Market Farm™

"I have a better understanding of risk management, good agricultural practices, and the differences in marketing and markets--not only where to best market my products, but how to market them.

We have changed the products we offer to better suit the land we are farming on as well as our particular interests.

Penny has been a great support as well as the people who took the course with me. I am seeking out the farmers I have met through professional development opportunities because of this course.

We now have a WAY more efficient bookkeeping system in order to track expenses and income. We have become an LLC, whereas before we did not have any legal structure."

-Kumari Durick, farmer participant

Iowa DNR Forestry Fire Program

"The Iowa DNR Fire program is a vital part of the Natural Resource puzzle in Iowa. The important wildfire and prescribed fire training opportunities that they provide statewide has enabled many government agencies and private citizens to have training without traveling out of state. Their ability and willingness to coordinate personnel for national assignments has also enabled several Iowans to get first hand experience on national wildfire incidents around the country. Thanks to them the number of trained wildfire and prescribed fire personnel has expanded greatly in the past few years."

-Ben Hoskinson, Roadside Vegetation Manager,
Mahaska County

Prairie Rivers of Iowa

"Prairie Rivers of Iowa is a great partner who has deep concern for our natural resources and our community. We value their expertise and experience in establishing and building our local foods system. Our partnership is built around our common goals and based in trust."

-Rich Wrage, Regional Extension
Education Director, Iowa State University
Extension and Outreach



Lincoln Highway Heritage Byway
Kids on the Byway

“The Kids on the Byway program has aligned well with the science program our district has adopted. It connects with the Iowa Core, and it’s authentic. As an educator, I appreciate seeing students in action and learning. The opportunities that this program has given my students have far surpassed any expectation that I had prior to participating.”

-Karen Mongar, 5th Grade Teacher at Kate Mitchell Elementary School in Ames

Log Products

“The Legacy Cabin is a significant component of future planning. It will serve as a model for natural resource utilization, and enjoyment, as well as provide revenue back into the parks. We are proud to be unveiling the first in a series of planned cabins.”

- Brian Lammers, Director of Hamilton County Conservation

Lincoln Highway Heritage Byway

“If we didn’t have the Lincoln Highway we wouldn’t have a business. And our best selling red wine is the Lincoln Highway Red.”

-Erica Metz, John Ernest Vineyard & Winery, Tama, Iowa

Prairie Rivers of Iowa & Lincoln Highway Heritage Byway

“Prairie Rivers of Iowa does an amazing job of educating travelers and Iowans (of all ages) about the many and varied things to see and do, all along guiding with top notch web and print resources that are readily available.

Prairie Rivers of Iowa has played a vital role in promoting Iowa’s impressive array of cultural resources. As a business owner, this support is invaluable.

We hear visitors time and again mention that the Lincoln Highway Heritage Byway signs in Iowa are the best they’ve seen traveling the Lincoln from end to end.”

- Sandra Huemann-Kelly, Niland’s Café and the Colo Motel



Central Iowa Local Foods

Penny Brown Huber, Executive Director

In 2013, Prairie Rivers of Iowa local foods system work involved those who were very young, to those who were older and more experienced! So many efforts from creating school gardens to working with individual farmers who are building their business skills to crafting a local food system plan for the future. We are proud to support those who want to know how to raise their own food, to those who want to eat locally grown food, to those who are feeding Iowans by producing fruits, vegetables and raising livestock. We are and will continue to be committed to building a strong and diverse local food system.

Major Accomplishments

- 16 participants in the 2013 Grow Your Small Market Farm Program
- **Launched the Central Iowa Regional Food System with Iowa State Extension and created a 14-member Advisory Committee**
- Researched and wrote a feasibility study for Iowa Hops Company
- **Successfully awarded a Wellmark Foundation grant for developing gardens in Boone, Hardin and Story Counties**
- Supported the Hunger Collaboration efforts in Story County
- **Launched new school gardens at Sawyer Elementary and Ames Middle School in Ames**





Future

- We will continue to expand community gardens throughout Central Iowa.
- Researching and writing a feasibility study for a Central Iowa local food hub.

Major Sponsors for Central Iowa Local Foods





Iowa DNR Forestry Fire Program

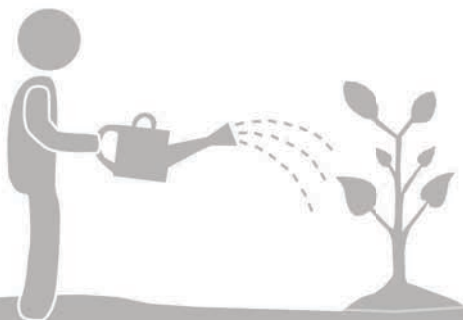
Ryan Schlater, Fire Specialist - Training Coordinator
Karl Harris, Fire Specialist - FEPP Manager



The Iowa Forestry Bureau within the DNR has worked with the United States Forest Service (USFS) for over sixty years to deliver financial, technical and related assistance to Iowa's rural fire departments to assist them with wildland fire fighting. This partnership has expanded to training firefighters, natural resource professionals and private citizens in the utilization of prescribed fire to encourage the management of fire dependent ecosystems such as oak woodlands, savannas and prairies. Training wildland fire fighting techniques and protocols has also expanded to ensure that prescribed burns can be combated if they escape the prescription area. Forest Service regulations require that fire training be presented by instructors that meet the National Wildfire Cooperative Group (NWCG) standard.

Major Accomplishments

- 85 New Students certified for S-130/S-190/L-180 beginning courses for Wildland and Prescribed Fire fighting
- 249 Students attended the annual refreshers course to maintain status from S-130/S-190/L-180 courses
- 65 Pack Tested, a physical fitness test for wildland firefighters (3 mile walk in 45 minutes with a 45lb pack)
- 92 New Students, mostly fire departments with new training, on fighting Iowa Grass Fires.
- Fighting wildland fires requires specialized equipment. Rural fire departments often operate with limited equipment budgets. The Iowa Forestry Bureau and the United States Forest Service (USFS) have assisted Iowa's fire departments by obtaining no cost federal excess equipment that can be utilized or converted to meet the wildland fire fighting needs of specific fire departments. The ability to screen and procure federal excess equipment requires special authorization to meet USFS and Department of Defense Standards.
- 102 Red Carded Firefighters, a qualification card given once a firefighter has taken S-130/S-190/L-180 and pack test)
- 4 students advanced to National Fire Training S-230
- Supported fire education efforts nationally
- Prairie Rivers of Iowa assists the DNR and local rural fire departments in acquiring federal excess equipment for wildland fire preparation, readiness and control and to provide training to firefighters, natural resource professionals and private citizens in prescribed and wildland fire fighting techniques.





Future

We look forward to continuing to educate and train wildland firefighters. We will continue to offer training courses, maintaining weather stations, and obtaining equipment that can be utilized or converted for fire department needs.

Major Sponsors for the Iowa DNR Forestry Fire Program





Lincoln Highway Heritage Byway

Angie Hettinger, Byway Coordinator

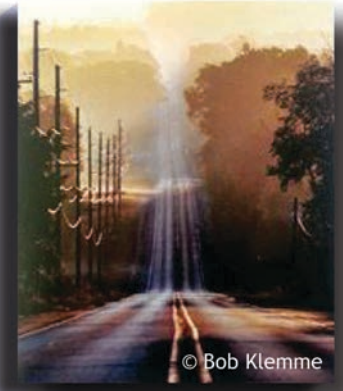


The Lincoln Highway Heritage Byway celebrated the 100th Anniversary of the Lincoln Highway with a busy and exciting 2013!

Major Accomplishments

- The Iowa Department of Transportation (DOT) approved our proposed three-year project to develop a revised Corridor Management Plan (CMP) for the Byway. This document will guide short-and long-term Byway efforts and is a critical requirement for securing national status for the Byway.
- **Sponsored the first-ever Lincoln Highway photo competition at the State Fair. Bob Klemme won first place with “Lincoln Highway Sunrise,” a beautiful photograph of the sunrise between Mount Vernon and Cedar Rapids.**
- The Byway was featured in The Iowan and Our Iowa magazines, on Iowa Public Radio, and in local news coverage across the state during the year. Prairie Rivers of Iowa assisted journalists and reporters in writing their stories and connecting with Iowans to interview about the Byway.
- Hosted many travelers from across the United States and from around the world, especially through the national Lincoln Highway Association Centennial Auto Tour (starting in New York), the LH2013 Tour (with participants from as far away as Norway, Germany, and Sweden!), and other auto and motorcycle tours.
- **Requested and received a signed proclamation from Governor Branstad and the declaration of October 31 as “Lincoln Highway Centennial Day” in Iowa.**
- Staff supported local communities and organizations in promoting their attractions along the Byway, assisted the Iowa Lincoln Highway Association, and represented the Byway at events throughout Iowa.
- Took on the responsibility of editing the Iowa Lincoln Highway Association newsletter, which is distributed to hundreds of readers quarterly.
- **Byway Facebook presence reached thousands of viewers and over 500 fans throughout 2013.**
- The Lincoln Highway was celebrated at the Iowa State Fair with two butter sculptures: a Lincoln Highway map and a sculpture of Abraham Lincoln, located right next to the famous butter cow in the Agriculture Building.





Future

We anticipate 2014 will bring us new connections, new projects, and continued support to our stakeholders throughout the state. We will be diving deeper into our Corridor Management Plan and developing more opportunities for interpretation and enhancing connections across the byway and state. Plans are in the works for a new program that will link local businesses and the people traveling the byway, with our key goal always in mind to conserve and protect our resources. Stay tuned for excitement along the Lincoln Highway Heritage Byway!

Major Sponsors for the Lincoln Highway Heritage Byway





Lincoln Highway Heritage Byway Kids on the Byway Program

Magon Liu, Kids on the Byway Project Coordinator
Kayla Hasper, Kids on the Byway Project Assistant



In the 2012-2013 school year, Prairie Rivers of Iowa piloted a science and environmental education program using the Lincoln Highway Heritage Byway as a resource for elementary school teachers and their students. There are a total of 159 participating 4th and 5th grade students, with 12 total hours committed to teacher planning and debriefing meetings.

Major Accomplishments

- Successes so far include providing relevant environmental education resources for the teachers, either bringing in or exposing the students to 47 total experts, pairing resources along the Lincoln Highway to connect with school curricula and providing engaging and authentic learning opportunities for students.

In this pilot year, we....

- Developed a program to support science, environmental, and history education for students by assisting teachers in connecting with scientists, conservationists, and other experts along the byway.
- Created a four-day camp experience at the end of the school year with greater immersion in environmental education, Lincoln Highway history, agriculture, and other experiences.
- **Coordinated three school-year units connecting the Lincoln Highway's varied resources to students. Units culminated with authentic learning experiences at locations along the Lincoln Highway. All experiences are designed to integrate with in-class learning and are led by trained professionals.**
- Provided substitute teacher coverage for planning days with teachers to ensure that Kids on the Byway instruction is outcome-based and tied to district and Iowa Core curriculum standards.
- Completed the pilot year of *Kids on the Byway* and evaluated the implementation and effectiveness of the program throughout the year.
- **Held our first Kids Conservation Camp in June focusing on locations along the Byway in Boone, Story, and Marshall Counties. Elementary and middle school students traveled the Lincoln Highway to explore environmental conservation, responsible stewardship of our natural resources, local history, and community service.**



© Magon Liu



For the 2013-2014 school year, we have:

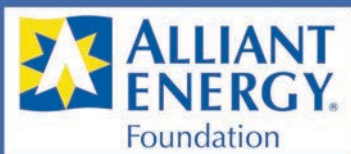
- Applied and successfully received a REAP grant to expand the program adding two new schools, North Tama Elementary and Meeker Elementary for 2013-2014, piloted with 4th and 5th graders.
- Received the 2013 National Lincoln Highway Association Educator of the Year award for our Kids on the Byway program, connecting Iowa's history and natural resources to elementary school students through the Lincoln Highway.
- Expanded and added two new schools, North Tama Elementary and Meeker Elementary.



Future

With the goal to eventually take this program across Iowa, we are reaching out to future potential school partners in hopes of connecting more schools, students, and teachers with the Lincoln Highway's natural, historical, and agricultural resources in ways that directly support school learning goals.

Major Sponsors for Kids on the Byway





Prairie Rivers of Iowa Log Products

Mike Brandrup, Log Products Coordinator

Having Prairie Rivers of Iowa as a parent organization and partner has been important to the success of Prairie Rivers of Iowa Log Products (PRLP). Prairie Rivers of Iowa has provided the fiscal management for the program along with help in marketing and designing of sale and promotional materials.

Major Accomplishments

- **Having a source for white oak logs in inventory and having the ability to produce molded logs on demand, has made the supply side of PRLP much more flexible and manageable.**
- Hamilton County Conservation Board (HCCB) built a log cabin in 2012 using materials purchased from Prairie Rivers of Iowa Log Products (PRLP). PRLP was able to work with HCCB to put together financial models that demonstrated the financial viability of building cabins and their potential return on rentals.
- **In February of 2013, HCCB purchased materials for five more cabins. Three of the cabins were constructed at Little Wall Lake Park and an additional cabin was built in Briggs Woods Park. The remaining cabin is to be started at Briggs Woods Park in the summer of 2014. These cabins were built by Dave Scott Construction and were built as “turnkey” contracts.**
- Because HCCB Cabins were to be rented to the public, the newly enforceable State of Iowa Commercial Energy Efficiency Standards had to be met. Working with a small architectural firm in Des Moines, a revised design was developed that would allow PRLP materials to be used in an energy efficient manner.
- As part of the revising design work, the question of structural design issue was raised. A structural engineer was retained to review the log cabin plans. The result of the review by the engineer was that the cabins would meet Iowa Commercial Energy Efficiency Standards.
- There is a national quality standard for log cabin logs. As a result when building codes require “structurally graded logs” to meet building codes, all logs must be certified by a professional structural log grader. We were able to identify these log grading standards and determine PRLP logs do meet the national standard. However, in order for these logs to be certified, the logs must be inspected by a certified structural log grader, and that grading must take place at the site of manufacture. The end result of the logs grading process is that it can be done, at an additional cost, and our logs are and will be produced in accordance with national standards.

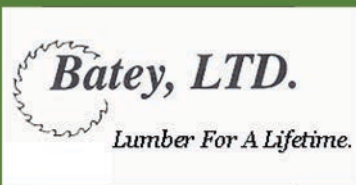




Future

We look forward to the growth in the future for this program.

Major Sponsors for the Log Products Program





Prairie Rivers of Iowa Urban Forestry

Shane Donegan, Urban Forester

This was the inaugural year for the Prairie Rivers of Iowa Urban Forestry Program and we have accomplished a lot in order to get this new program moving. In order to get a program like this off the ground, it was essential to collaborate with key partners and make a plan. This year has been a year of constant development and progress. We look forward to building upon the foundation we laid this year and improving the Urban Forestry resource with our partners.

Major Accomplishments

- Organized Iowa Urban Tree Council (IUTC) quarterly meetings
- Completed a logo for IUTC
- Attended Partners in Community Forestry Conference in Pittsburgh



Worked with three communities:

Ankeny

- Began discussions with the city of Ankeny about a parks inventory
- Held public meetings in Ankeny about Emerald Ash Borer (EAB)

Ames

- Gave recommendations to the city of Ames about trees and planting (Arbor Day Celebration)
- Oversaw the Ames City Tree Planting Management plan

Waukee

- Completed a tree inventory for the city of Waukee
- Completed an Emerald Ash Borer (EAB) inspection in Waukee





Future

- Work with Waukee and Ankeny to be recognized as a Tree City USA by completing four core standards: a tree board or department, a tree care ordinance, a community forestry program with an annual budget of at least \$2 per capita, and an Arbor Day Observance and proclamation.
- Complete a management plan for Waukee
- Attend City Council meetings to speak and give presentations
- Attend public meetings to speak and give presentations
- Educate about the EAB infestation in Iowa

Major Sponsors for Urban Forestry



In partnership
with the Forest
Service, State and
Private Lands



Letter from our Treasurer

Reed Riskedahl

Prairie Rivers is a strong and growing organization. The evolution of this business from a quasi-governmental concern formerly funded through the USDA into a now independent service provider over the last 2 ½ years has been very fulfilling to be a part of. The overall business of Prairie Rivers of Iowa has been evolving into more of a service model.

Prairie Rivers' financial condition has been an interesting journey in 2013. We had carefully budgeted revenues and expenses and monitored our situation on an ongoing basis. Our monthly reports have shown solid growth in income and tightly managed expenses. However, twice in 2013, continuity of billings and collections from our clients and partners left us in a temporary tight financial situation. The staff carefully managed us through these circumstances, and has done an analysis of what occurred. This has been reviewed by the executive committee and the staff and board are continuing to monitor this in 2014.

As the 2014 budget was created, a very thorough review of monthly cash inflows and outflows was done, highlighting when potential cash flow difficulties might occur. Additional planning in advance billings, review of aging of invoices, and full staff involvement in billings and collections of services that each staff person is involved in should produce improvements in cash flow as well as the bottom line.

It is exciting to be a part of this vital growing organization. We are becoming increasingly recognized for what we do. Everyone in our organization is looking for opportunities to grow revenues and add value in all our relationships.

Respectfully,

A handwritten signature in black ink that reads "Reed Riskedahl". The signature is written in a cursive, slightly slanted style.

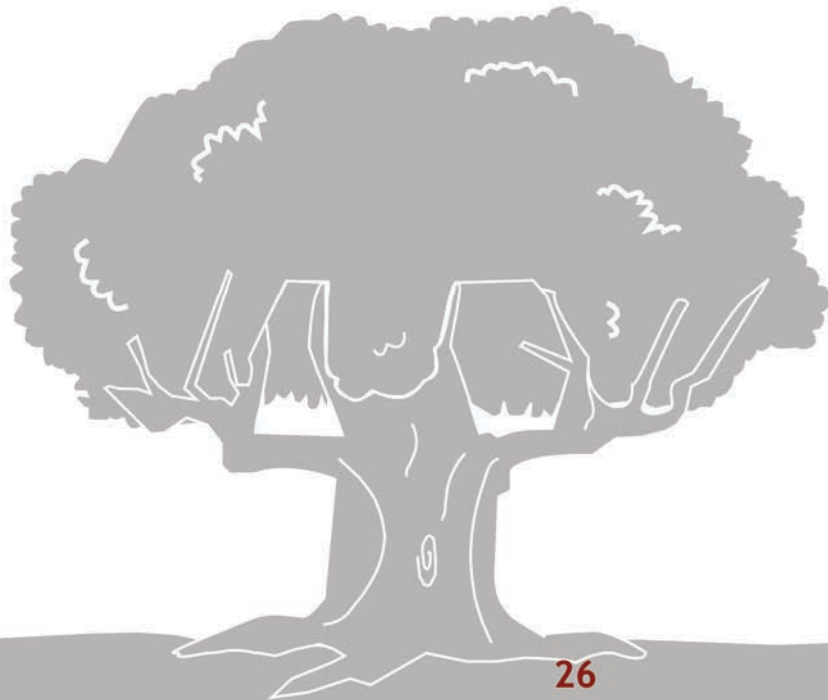
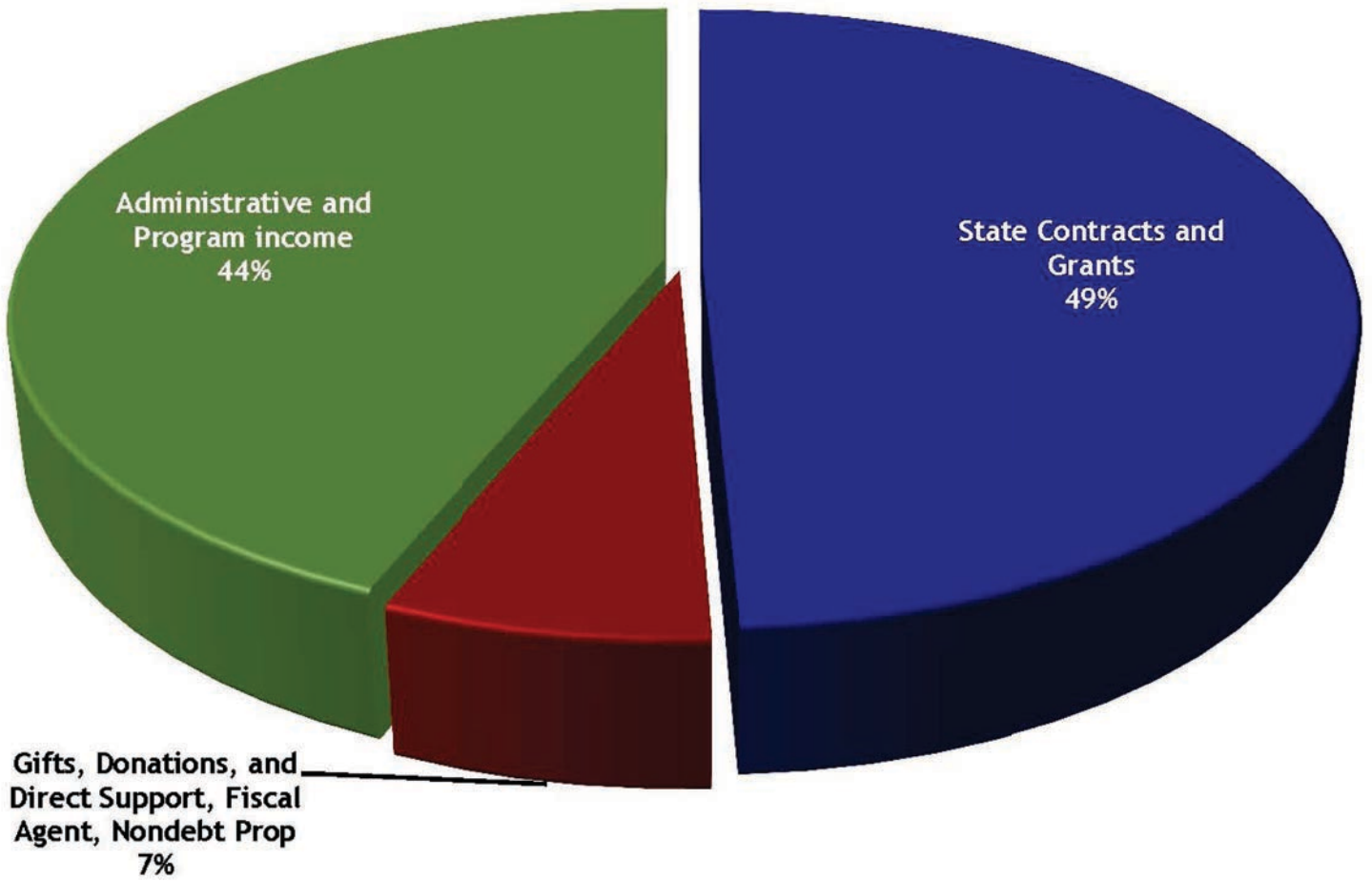
Reed Riskedahl, Treasurer



Prairie Rivers of Iowa RC & D
Profit & Loss
January through December 2013
Cash Basis

	<u>Jan- Dec 13</u>	<u>% of Income</u>
Ordinary Income/Expense		
Income		
Direct Public Support	1,000.00	0.2%
State Contract	188,939.00	41.7%
State Grants	34,509.27	7.6%
Gifts and Donations	17,261.18	3.8%
Miscellaneous Revenue	5,961.60	1.3%
Administrative Income	19,203.75	4.2%
Program Income	174,396.63	38.5%
Kids Conservation EXPO	5,000.00	1.1%
Fiscal Agent-Grants	6,553.92	1.4%
Rent Revenue - Nondebt Prop	95.00	0.0%
Total Income	<u>452,920.35</u>	<u>100.0%</u>
Gross Profit	452,920.35	100.0%
Expense		
Bank Fees	22.97	0.0%
Accounting Fees	1,260.00	0.3%
Equip Rental and Maintenance	216.30	0.0%
Marketing & Promotions	2,815.62	0.6%
Class Space Rental	1,000.00	0.2%
Rent	2,700.00	0.6%
Cleaning	142.95	0.0%
Utilities	2,188.50	0.5%
Parking	45.89	0.0%
Postage, Mailing Service	422.24	0.1%
Printing and Copying	2,103.31	0.5%
Project Supplies	37,404.00	8.3%
Supplies-PRRCD	377.66	0.1%
Office Supplies	1,641.88	0.4%
Telephone, Telecommunications	2,542.01	0.6%
Insurance- Liability	6,183.62	1.4%
Board Expenses	1,616.74	0.4%
Other Costs	1,565.96	0.3%
Staff Development	133.68	0.0%
Professional services	30,931.77	6.8%
Project Administration	2,000.00	0.4%
Salaries & Wages	337,468.06	74.5%
Payroll Tax Expense	25,949.30	5.7%
Conference, Convention, Meeting	1,228.29	0.3%
Travel	4,639.31	1.0%
Dues and Membership Fees	425.00	0.1%
Donations	-30.00	-0.0%
Total Expense	<u>466,995.06</u>	<u>103.1%</u>
Net Ordinary Income	-14,074.71	-3.1%
Other Income/Expense		
Other Income		
Interest Income on Bank Account	30.76	0.0%
Total Other Income	<u>30.76</u>	<u>0.0%</u>
Other Expense		
IAMB expenses	6.91	0.0%
ICH expenses	-23.00	-0.0%
Fiscal expenses	60.59	0.0%
Total Other Expense	<u>44.50</u>	<u>0.0%</u>
Net Other Income	<u>-13.74</u>	<u>-0.0%</u>
Net Income	<u>-14,088.45</u>	<u>-3.1%</u>

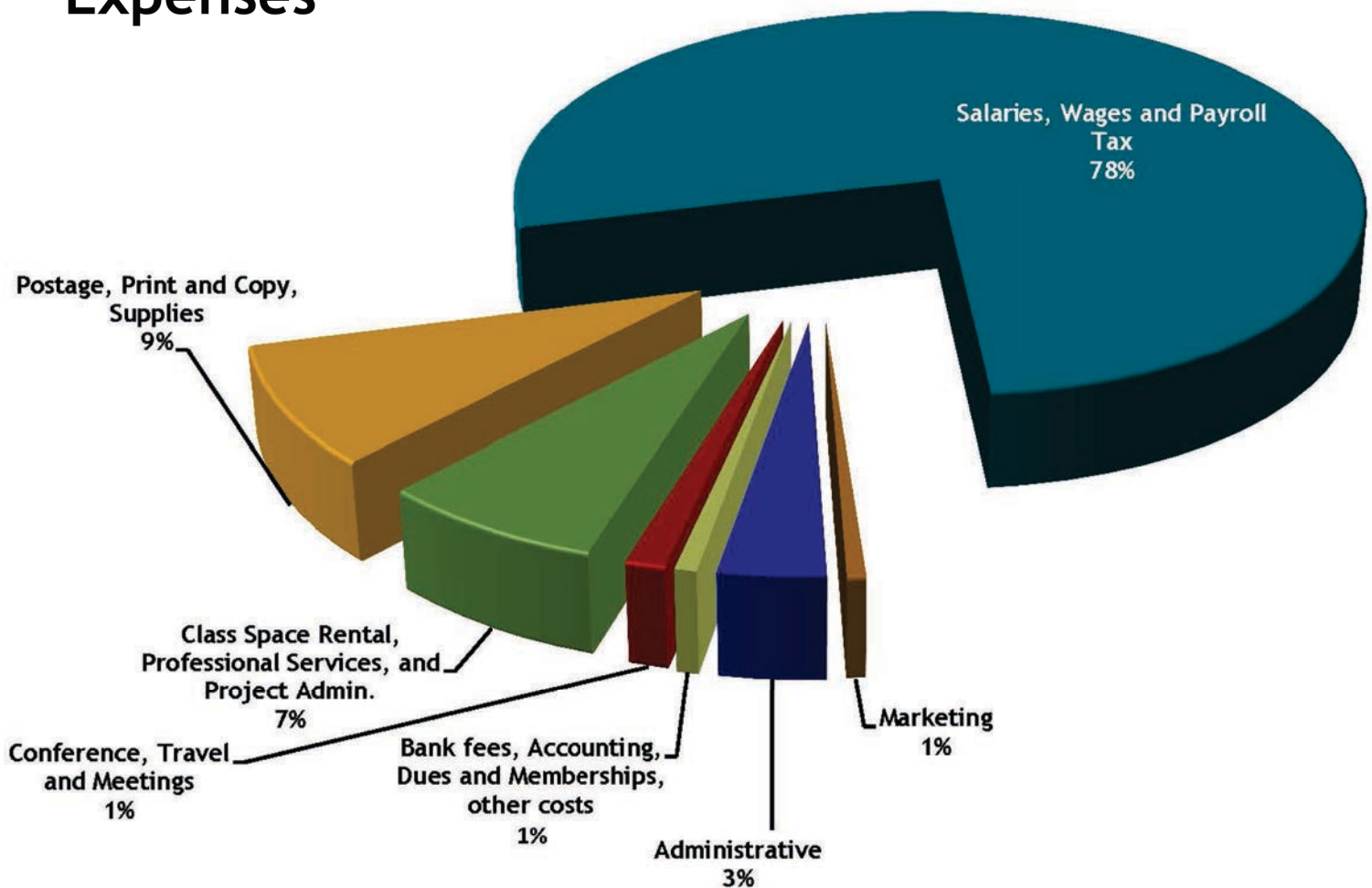
Income



It is exciting to be a part of this vital growing organization. We are becoming increasingly recognized for what we do. Everyone in our organization is looking for opportunities to grow revenues and add value in all our relationships.

- Reed Riskedahl, Treasurer -

Expenses



2013 Partnerships

We thank our distinguished sponsors for their incredible financial support of Prairie Rivers of Iowa. Here are the organization financial supporters in 2013:

- ◆ Alliant Energy Foundation
- ◆ Ames Middle School
- ◆ Central Iowa Tourism
- ◆ Danfoss Power Solutions
- ◆ Dutch Oven Bakery, Inc.
- ◆ Explorer Garden Club of Council Bluffs
- ◆ Global Reach Internet Productions, LLC
- ◆ Griggs Environmental Strategies, Inc.
- ◆ Iowa DNR REAP
- ◆ Iowa Department of Transportation Iowa Byways
- ◆ JAX Mercantile Co.
- ◆ Kate Mitchell Elementary
- ◆ Living Roadway Trust Fund
- ◆ Lowes
- ◆ Meeker Elementary
- ◆ North Tama Elementary
- ◆ Pioneer Hi-Bred International
- ◆ Sawyer Elementary
- ◆ Van Wall Equipment
- ◆ Wellmark Foundation
- ◆ Wells Fargo Bank
- ◆ Wheatsfield Cooperative
- ◆ Woodruff Companies

2013 Collaborations

One of the distinguishing elements about the vast programs making up Prairie Rivers of Iowa is our ability to collaborate with other organizations. We bring the right people, ideas and experience to the table and move projects and initiatives forward. Either through our Lincoln Highway Heritage Byway Program including our Kids on the Byway year-round educational opportunities, Local/Regional Food Systems, Log Products, or Urban Forestry, we are honored to have collaborated with these organizations in 2013:

- ◆ AmeriCorps Vista
- ◆ Ames Convention and Visitors Bureau
- ◆ Ames Izaak Walton League
- ◆ Ames Main Street Cultural District
- ◆ Ames Main Street Farmers Market
- ◆ Ames Municipal Airport
- ◆ Ames Resource Recovery Plant
- ◆ Ames' Water Treatment Plant
- ◆ Batey Ltd.
- ◆ Beginning Farmers
- ◆ Boards of Supervisors of Boone, Hamilton, Hardin, Marshall, Story and Webster Counties
- ◆ Boone County Historical Society
- ◆ Boone Scenic Valley and Railroad Museum
- ◆ Byways of Iowa Coalition
- ◆ Byways of Iowa Foundation
- ◆ Central Iowa Tourism
- ◆ Cities of Ames, Ankeny & Waukee
- ◆ Community citizens and volunteers
- ◆ County Conservation Boards of Boone, Hamilton, Hardin, Marshall, Story and Webster Counties
- ◆ Dave Scott Construction
- ◆ Diversity Farms
- ◆ Door and Fence Store
- ◆ Fareway
- ◆ Ferguson Timbers
- ◆ Jax Outdoor Gear Store
- ◆ Friends of Little Wall Lake
- ◆ Hamilton County Conservation Board
- ◆ Hy-Vee
- ◆ IACCBE
- ◆ Iowa Agricultural Mitigation Bank
- ◆ Iowa Choice Harvest
- ◆ Iowa DNR Forestry Division
- ◆ Iowa Environmental Council
- ◆ Iowa Historical Museum
- ◆ Iowa Hops Company
- ◆ Iowa League of RC&D's
- ◆ Iowa Lincoln Highway Association
- ◆ Iowa Small Business Development Centers
- ◆ Iowa State University Compost
- ◆ Iowa State University Extension
- ◆ Iowa Urban Tree Council
- ◆ Iowa Valley RC&D
- ◆ Iowa Wildlife Center
- ◆ ISU Gaffer's Guild
- ◆ ISU PrISUm
- ◆ Klatt and Associates
- ◆ Ledges State Park
- ◆ Marshalltown County Conservation
- ◆ Pheasants Forever
- ◆ Power Film, Inc.
- ◆ Practical Farmers of Iowa
- ◆ Prairie Bloom Farm
- ◆ Program of the National Institute of Food & Agriculture
- ◆ Reichert's Dairy Air
- ◆ Soil and Water Conservation Districts of Boone, Hamilton, Hardin, Marshall, Story and Webster Counties
- ◆ Squaw Creek Watershed Coalition
- ◆ Story County Conservation
- ◆ Story County Sun/Ames Tribune
- ◆ Surefire Fitness
- ◆ TJ Farm
- ◆ United Way of Story County
- ◆ University of Northern Iowa Center for Energy & Environmental Education
- ◆ Upper Iowa University Environmental Issues Instruction
- ◆ USDA
- ◆ USDA Natural Resource Conservation Service Beginning Farmer and Rancher Development
- ◆ USDA Rural Development
- ◆ Volunteer Center of Story County
- ◆ Wabi Sabi Farm
- ◆ West Des Moines Historical Society
- ◆ 29 Women Food and Agricultural Network

2013 Board of Directors



Jim Richardson
President
Hamilton



Erwin Klaas
Vice President
Story



Reed Riskedahl
Treasurer
Marshall



Scott Smith
Secretary
Hamilton



Mike Cox
Story



Kevin Griggs
Boone



Gary Hammitt
Webster



Jennifer Ingledue
Hardin



Linda Johnson
Story



Eric Nielsen
Hardin



Larry Pfantz
Marshall



Don Seamonds
Webster



Maureen Seamonds
Webster



Steve Smith
Marshall



Cliff Weldon
Hamilton

2013 Finance Committee Members



Amber Corrieri



Jon Hunstock



Erwin Klaas



Jim Richardson



Reed Riskedahl
Committee Chair

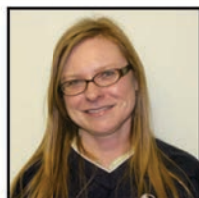
2013 Program Committee Members



Kelly Foss



Kevin Griggs
Finance Chair



Jennifer Ingledue



Erwin Klaas



Eric Nielsen



Steve Smith



Elliot Thompson



Sally Wilson

Prairie Rivers of Iowa Staff



Penny Brown Huber
Executive Director



Mike Brandrup
*Log Products
Coordinator*



Shane Donegan
*Urban Forestry
Specialist*



Karl Harris
*Fire Specialist
FEPP Manager*



Kayla Hasper
*Kids on the Byway
Project Assistant*



Angie Hettinger
*Byway
Coordinator*



Jessica Johnson
*Marketing
Coordinator*



Magon Liu
*Kids on the Byway
Project Coordinator*



John Mazzello
Project Coordinator



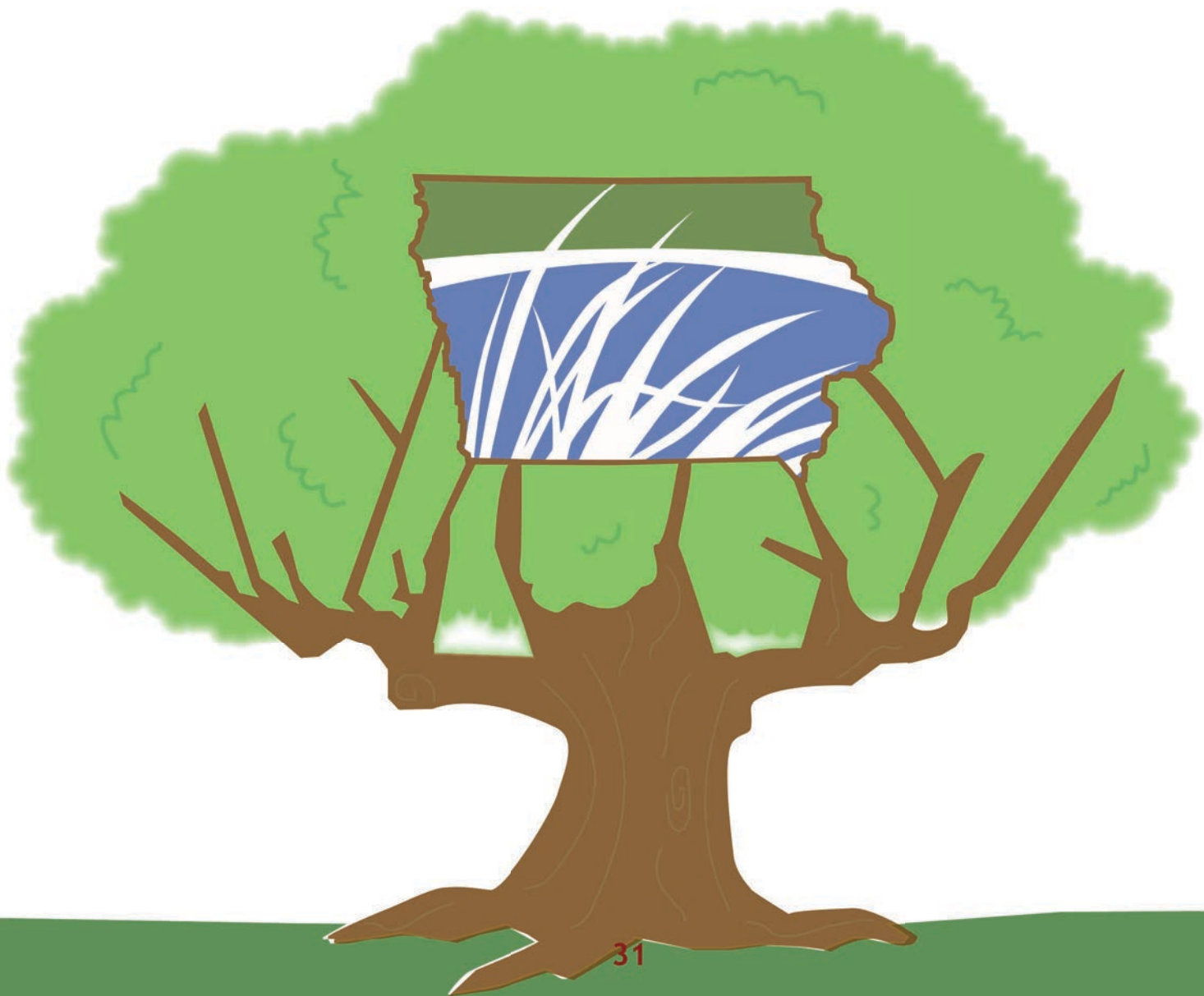
Joni Pine
*Development
Coordinator*



Carman Rosburg
Office Manager



Ryan Schalter
*Fire Specialist
Training Coordinator*





PRAIRIE RIVERS
of Iowa