



# Newsletter

Volume 62  
Issue No. 10  
April 23, 2021

## SAVE THE DATES:

The ICCS Calendar & Zoom Meeting Room Bookings are available online via



- \* **May 18** – Winterfest Planning @ Polk CCB
- \* **May 19** – ISAC Webinar About CCB System
- \* **May 20** – ICCS Board of Directors Meeting
- \* **Aug. 18** – District 3 Mtg. – Sioux CCB
- \* **Aug. 25-27** – ISAC Annual Conference – TBA
- \* **September 15-17** – ICCS Annual Fall Conference
- \* **Oct. 4-6** – CCPOA 35<sup>th</sup> Annual Wksp. & Anniv.
- \* **Nov. 3-5** – Fall IAN – Woodbury CCB
- \* **Jan. 25-27, 2022** – The WINTERFEST 2022!!

Indicates Online Registration Available

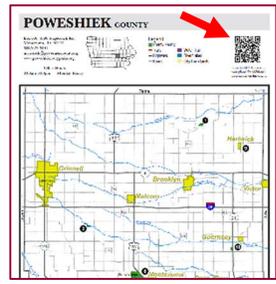
**2021 ICCS 65<sup>th</sup> Anniversary +1 Fall Conference**  
September 15-17, 2021  
Ames, IA



## We've Got YOUR Number!



Actually, your QR Code that is! If you scan the code to the left with your smart phone – your MCP experience with Poweshiek CCB commences – **Shazam!** As we were developing the current version of the **ICCS Guide to Outdoor Adventure** a few years back, we generated a QR



Code for each home page of all 99 counties on MyCountyParks.com 😊 – these codes appear on your CCB's map page within the guidebook, and are certainly available for you to utilize for any digital or printed materials you are creating today! ICCS has them all digitally, and will be happy to send them along to you upon request! What better way to route your readers to your main page on our award-winning website, eh?!



This would also be a good time to remind you all (*especially if you are driving more people to your MCP home page!*) to review what you have on your landing page to ensure that it is accurate, up-to-date and FRESH! Let ICCS know if you need your Code!



## Fall Conference Registration!

Registration for the **2021 ICCS 65+1 Anniversary Fall Conference** this September in Ames **now available!** 17 folks from 7 CCBs are registered so far – along with a couple of CCB Alumni! Look forward to a big SPLASH in the May ICCS newsletter featuring unique raffle items and updates from our hosts in Story County! For all the information about the 2021 Conference AND to get registered – go here:

**GET REGISTERED HERE:** <https://www.mycountyparks.com/Org-Event/Default.aspx>

## Welcome! Stephen Mayne, New Tama CCB Director

We were able to spend the day with Stephen earlier this week for a "New CCB Director Orientation" by ICCS, as well as a tour of Otter Creek Park and pending improvements with a major lake renovation project! He comes to our county conservation system by way of 5+ years with the Hawkeye Area Council of the BSA, and probably more notable for some of you - attended ISU and is a major Cyclone fan! He also did some interning "back in the day" with the Pottawattamie CCB.



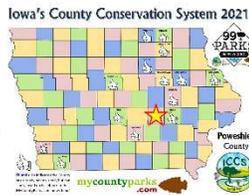
Stephen is excited to be on board with the Tama CCB and looks forward to being actively involved with the CCDA, IACCBE and other statewide networking opportunities – not to mention all of the great visions he has for Tama County! You can track him down via the following contact information: [smayne@tamacounty.org](mailto:smayne@tamacounty.org) / (641) 484-2231



[IACCB@mycountyparks.org](mailto:IACCB@mycountyparks.org)

(515) 963-9582

[mycountyparks.com](http://mycountyparks.com)



4/26/2021	<b>Poweshiek</b>	Diamond Lake Park
5/3/2021	<b>Scott CCB</b>	Scott County Park
5/10/2021	<b>Adair</b>	Lake Orient Recreation Area
5/17/2021	<b>Appanoose</b>	Sharon Bluffs
5/24/2021	<b>Boone</b>	Don Williams Recreation Area
5/31/2021	<b>Bremer</b>	Cedar Bend Park
6/7/2021	<b>Buena Vista</b>	Buena Vista County Conservation Park



- MyCountyParks.com



- Iowa's County Conservation System

## HEADS UP! – YOUR WEEK MAY SNEAK UP ON YOU FAST!

An article similar to this will be found in each monthly ICCS Newsletter through November of 2022 – or, if you need additional advance notice – the 99-county database of dates is available in the Portal in the “**99 COUNTIES – 99 WEEKS**” file. No need to wait until the last minute to submit your awesome pictures and/or proposed text for your CCB’s “moment in the sun” as a digital file with your name on it awaits your submissions at any time! 😊

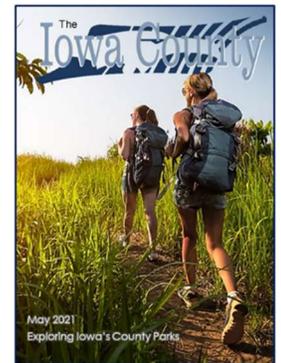


A fine example is that of **Poweshiek CCB** that had all their materials in several weeks ago for their upcoming posting this weekend – **KUDOS to Mark Vavroch!** ICCS certainly appreciates any assistance you can provide for this long-term marketing effort that has now surged past the 134,503 “people-reached” ticker on Facebook! We endeavor to keep our posts limited to 25 of your VERY BEST pictures, a couple of paragraphs of text – and most of all...as many links and contact points you may have - enabling visitors to search for more exciting information about YOU for their next family adventure or day-tripping! “What’s not to like?” – it’s only a few moments of your time in the broader scope of this two-year mission, doesn’t cost you any \$\$, and it remains on BOTH of our F.B. feeds indefinitely as a digital travelogue through the finest county conservation system in the nation – WooHoo! Got questions or ideas? – [IACCB@mycountyparks.org](mailto:IACCB@mycountyparks.org) ICCS is here to help you get there! 😊

Just a reminder to be on the watch for the **May 2021 edition** of the **Iowa County Magazine** from the **Iowa State Association of Counties (ISAC)** – “Exploring Iowa’s County Conservation System”.....focusing on the role and impact of outdoor recreation during COVID. Lots of CCB folks across the state have been working hard on articles and submitting pictures for this edition, and it will also be available online (on ISAC website) following hard-copy distribution. AND, in conjunction with the magazine – ISAC will be hosting a webinar on May 19<sup>th</sup> with presentations by Matt Cosgrove (Webster), Dan Cohen (Buchanan) and Tom Hazelton (ICCS) – followed by a Q & A session. We should all be very appreciative of the ISAC staff for reaching out and inviting us to partner with them – as well as for all of their support and assistance through the process 😊

## COUNTY CONSERVATION FEATURED NEXT MONTH!

Just a reminder to be on the watch for the **May 2021 edition** of the **Iowa County Magazine** from the **Iowa State Association of Counties (ISAC)** – “Exploring Iowa’s County Conservation System”.....focusing on the role and impact of outdoor recreation during COVID. Lots of CCB folks across the state have been working hard on articles and submitting pictures for this edition, and it will also be available online (on ISAC website) following hard-copy distribution. AND, in conjunction with the magazine – ISAC will be hosting a webinar on May 19<sup>th</sup> with presentations by Matt Cosgrove (Webster), Dan Cohen (Buchanan) and Tom Hazelton (ICCS) – followed by a Q & A session. We should all be very appreciative of the ISAC staff for reaching out and inviting us to partner with them – as well as for all of their support and assistance through the process 😊



## EXECUTIVE DIRECTOR OPPORTUNITY

**Whiterock Conservancy** is seeking a dynamic, skilled leader with a conservation heart who can nurture a positive, productive workplace culture and a strong, nimble, visionary organization. Imagine stewarding a 5,500-acre expanse of woods, river, prairie, trails, campgrounds, lodging and rolling cropland under the dark sky. The Whiterock mission blends outdoor recreation and nature experiences with innovative conservation management of working lands.

See the entire description at <https://www.whiterockconservancy.org/ed-search>

**Anita O'Gara** can also receive confidential inquiries at 515-249-4490

## EMAIL UPDATE/HARVESTING ON MAY 15<sup>TH</sup>!

Hopefully, you all have your new Conservation Board Members entered into your CCB’s portion of the **CONTACTS database in the IACCB Portal** – as well as any updates for new or existing employees. This is your **3-WEEKS NOTICE** that we will be harvesting emails around the 15<sup>th</sup> of May to update the databases for our ICCS communications efforts. Questions? [IACCB@mycountyparks.org](mailto:IACCB@mycountyparks.org)



Benton County - District 6		
Position	Full Name	Email
Board Member	Daniel Hill	daniel.hill@mor
Board Member	Mike LaGrange	mllagrang57@
Board Member	Denni Randall	d.randall@ceda

# THE REWARDS OF APATHY

*(Reprinted from the 1979 Fall-Winter Edition of the IACCB Iowa Board Member publication)*

Just some 40+ years old words of wisdom..... "Apathy has a lot going for it. It is easy to catch and is painless. You can ignore it and nothing happens. The stronger it gets the less you feel you need to do something about it. It becomes most noticeable when it begins to spread over a large area. When it does, the individual usually feels it belongs to someone else. Another appealing thing about apathy is the warm glow of nothingness it gives.

The temptation is to leave it alone and it will go away. With this attitude, it may stay. Apathy demands a special treatment for it will not go away alone. The treatment starts with a good dose of involvement, followed by long periods of action. It may be hard to get a confirmed apathetic to take the cure. And then it isn't permanent.

Action must be rewarded while apathy is to be condemned. Since it is easier to condemn than to praise, it stands to reason that apathy is here to stay. It is needed by those who would rather condemn than act. Apathy has a lot going for it, but action is more fun. Have you ever heard anyone say, "Let's go where the apathy is?"

*(Reprinted from the National Chamber's 'Local Chamber Newsletter – U.S. Chamber of Commerce)*



## THE MIGRATION FROM CCB MEETING ZOOMAGE COMMENCES?

Have you noticed? There seems to be a lessened demand for Zoom Meetings, and a trend towards in-person gatherings – albeit with some social distancing? A few Districts have already met in-person, and the May meetings of the **IACCB Winterfest Planning Committee** and **ICCS Board of Directors** will be testing the waters with their first in-person meetings since November of 2019 (for ICCS), and since January of 2020 for IACCB. The warming spring weather does provide more opportunities, as does the expanding COVID-19 vaccination efforts across the state. As of this point in time, both the ICCS Fall Conference (in Story County) and the 2022 Winterfest Conference at the Coralville Marriott are being planned as “normal” conferences, with whatever remains for safety protocols at the time of the events. While we have all “played it safe” for these past many months, it is also wise to emerge cautiously as we move forward – recognizing & respecting that many folks will wish to adhere to their own beliefs and safety precautions. We certainly applaud everyone’s patience and diligence on many fronts to collectively work our way to “the other side” of these challenging times – thanks again to each and all for your ongoing networking and sharing of best practices as we still are not sure of what that NEW NORMAL will be for sure. Stay tuned.....

## SOME NOTES ABOUT DISTRICT MEETINGS

Did you know that the current IACCB Districts were assigned to us by the Iowa Conservation Commission in 1958 – when there were only 50 CCBs in existence? They were established as the original networking mechanism for the fledgling CCB system – and have continued to strongly support that mission ever since! It just simply doesn't get any better than a well-planned and well-executed District Meeting. They are cost-effective, efficient and the best damn way to build your professional peer network and learn from your CCB industry neighbors, eh?! BTW – if you don't see your District Meeting on the ICCS Newsletter Calendar – it has not been confirmed with date/locale. Miss a good District Meeting and you miss a bunch I say!

BUT – we have all been to one or two over the years that have been, shall we observe – not the best one we have ever been to? Most of our 6 Districts have adopted an alphabetical rotation for hosting the meetings, so depending on how often you meet – it could be once every three years, or once every SEVEN! So, it really isn't that big of a burden – is it? If it is your turn to host – which you should know from the announcement at the previous one at least, and some Districts lay them out a whole year in advance for you – then **here are some simple guidelines for generating good attendance:** **1)** Pin down your date and facility location as far in advance as possible – and LET POTENTIAL PARTICIPANTS KNOW – other CCBs in your District, ICCS, presenters, caterer, restaurant, etc.; **2)** Line up a couple of presenters and or topics for the agenda, and perhaps a tour after lunch? If you are on the far edge of your District – recognize that some folks may have to drive 1 ½ - 2 hours to get there...therefore – YOUR agenda may need to be more “beefy”, enticing & accommodating?; **3)** Some Districts “force” themselves to have a spring meeting in April or May – because “we always have”...face it, if the weather's nice – attendance will suffer. Consider the value of holding that one in the future.; **4)** Make it easy for attendees to register by email or online – phone-tag is what it is – UGH.



# Thanks! Congrats! & A Celebration of a Life Well-Lived



1.



2.



3.

It has been good to get back on the road for ICCS these past few weeks following nearly a year hiatus! Some overdue recognitions and celebrating a couple of retirements has been good for everyone's soul to gather in-person. So, on we go with that which is pictured above; **#1.** Much appreciation to **Mark Vavroch (Poweshiek)** for his six years of service on the ICCS Board of Directors representing IACCB, as well as an equal stint on the IACCB Winterfest Planning Committee! **#2.** Congrats to **Jim Liechty (Madison)** on his retirement from 42 years as the Director of the MCCB, as well as many years of service on the REAP Grant Review Committee and leadership roles with IACCB, IACCB, IACCB and CCDA! **#3.** And, Thanks & Congrats to **Denise Straw (Chickasaw)** for her service on the ICCS Board of Directors as a representative for the AFIRM Division, her leadership roles for IACCB & AFIRM, AND for her retirement after 20 years of service to the CCCB. **Proud to celebrate these milestones with each of you!** THANKS!

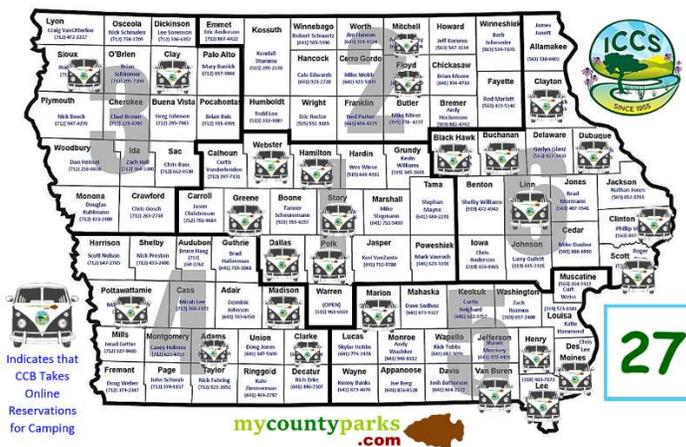


## CELEBRATING THE LIFE OF BEN VAN GUNDY

Many thanks to the Van Gundy family for hosting this opportunity for us to celebrate Ben's commitment to natural resources throughout his dedicated career in County Conservation and beyond. Several of us that worked with Ben during his years with CCBs & INHF were able to make the trek to the Lime Creek Nature Center in Cerro Gordo County on April 17th to join dozens of other family members and friends for a great remembrance filled with stories and music. **Pictured above:** BACK ROW – Jeff Swearingen (Polk/DNR), Garry Brandenburg (Marshall), Loren Lown (Polk), Steve Lekwa (Story), Mark Ackelson (INHF), and Milt Owen (Mitchell); FRONT ROW – Cindy Lentz (Polk), Elaine Swearingen (Polk) and Tom Hazelton (Linn/ICCS). Thanks also to **Mike Webb**, CGCCB for his support and participation. 😊

# ONLINE CAMPING RESERVATIONS

(Up to ONE YEAR in Advance)



# ONLINE EVENT REGISTRATIONS



## UNTAPPED ONLINE REGISTRATION/RESERVATION OPPORTUNITY?

In preparation for ICCS and MCP.com budget discussions in the upcoming weeks, like most CCBs - we take the opportunity to review statistical data concerning the operations of our website, etc. Since the website has been in full operation since 2009, we are now into year #11 with the opportunities for CCBs to provide online reservations for campsites and/or registrations for events/programs. In 2021, we find that **only 9%** of the eligible 11,100+ CCB campsites across the state are reservable, and **only 8%** of the 26,000+ events/programs each year make it to the website for online registrations. The maps above demonstrate which CCBs provide one or both of these great enhancements to customer service and consumer outreach. While not all campsites or events are necessarily a "good fit" to be online for bookings – the efficiencies of doing so are certainly measurable. If you do the math – there is a potential of 24,146+/- additional events and 10,132+/- campsites which could make the migration to online availability for your users. We provide the maps above so you know who you can network with as you consider future services – we now stand at 47 CCBs that have taken advantage of these opportunities – seize the future, it's here! 😊

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## CCB ALUMNI ZOOM MEETING ON EARTH DAY 2021!

**'Twas a happy bunch** of CCB alumni that gathered on April 22<sup>nd</sup> for the first-ever Alumni Division Zoom Gathering! From those that departed in the early '90s to some only on the IPERS tab for a couple of weeks – it was an energizing 90 min. of catching up, reminiscing and hearing of all the great things going on with the finest county conservation board system in the nation! Many of the group are planning to gather in-person for the “CCB Alumni Reunion” at the ICCS Fall Conference in Ames this September, and/or getting together for an evening Zoom Social Hour at an “Order of the Squirrel” gathering for seasoned CCB folk!! Who are all these CCB brethren?.....Starting at the top left & going across – Dave Olson (Story), Tom Hazelton (Linn), Denise Straw (Chickasaw), Dan Biechler (Linn), Dennis Lewiston (Jefferson); Second Row – Russ Glime (Benton), Steve Lekwa (Story), Milt Owen (Mitchell), Daryl Parker (Jackson), Mark Wagner (Jasper); 3<sup>rd</sup> Row – Vern Fish (Black Hawk), Rhett Leonard (Ida), Dennis Sohl (Plymouth), Bob Walker (ICC), Don Brazelton (IACCB); Bottom Row – Bob Etzel (Tama), Brian Holt (Hamilton), Jeanne Bagous (Humboldt). I believe we had an awesome batch of folks from Iowa, Montana, Arkansas and Oklahoma! Needless to say, it was a great time – proving once again that those CCB peer friendships you form today really do last a lifetime! 😊



*“You don't need to practice social distancing from Mother Nature: Enjoy Iowa's County Parks!”*



- Full Time
- Seasonal/Part-Time



<https://www.mycountyparks.com/Jobs/Default.aspx>

1. WINNESHIEK Co. – Conservation/Trail Tech.
2. CEDAR Co. – Park Ranger
3. IOWA Co. – Ranger / Naturalist
4. UNION Co. – Ops. Technician / Park Ranger
5. POTTAWATTAMIE Co. – Promo. & Outreach Coord.
6. POLK Co. – Conservation Laborer – Construction
7. POTTAWATTAMIE Co. – Nat. Resource Technician
8. CRAWFORD Co. – Park Technician
9. SEASONAL POSITIONS – 60+ opportunities listed on website



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