



Master Conservationist Awards

Recognizing long-term water conservation innovation and implementation.

The Master Conservationist program was established in 1983 to recognize those who have excelled in soil and water conservation and protection. The program has been expanded from a production agriculture focus to now include community conservation efforts, as well as youth's efforts in conservation. Current awards focus on recognition of excellence in water conservation. Anyone can submit nominations, including self-nominations.

Production Agriculture awards are presented annually to Nebraska agriculturalists that have excelled in the use of new, innovative, and traditional methods of water conservation in farming or ranching operations.

Community awards are presented to individuals or groups who have excelled in taking a holistic approach to wise use of water resources while maintaining and enhancing the environment.

Youth awards are presented to individuals or groups who are implementing unique ways to sustain water resources while creating new opportunities to improve the environment.

In each category there will be one overall winner and one honorable mention.

Sponsored by:



**Omaha
World-Herald**



**Institute of Agriculture and Natural Resources
at the University of Nebraska-Lincoln in
cooperation with Nebraska Association
of Resources Districts and USDA Natural
Resources Conservation Service**

All entries become the property of the sponsors. The nominee/nominator grants sponsors the right to use the entry in any and all publicity and also gives the sponsors permission to submit the entry in related national competition. Entries will not be returned. If you have questions, please call **(402) 444-1493**.

2012 Master Conservationist Awards

**Production Agriculture,
Community & Youth Awards**



**Sponsored by the Omaha World-Herald and the
Institute of Agriculture and Natural Resources
at the University of Nebraska-Lincoln**



ELIGIBILITY

All nominees must agree to allow their conservation techniques to be featured as demonstration projects and in news coverage by The Omaha World-Herald in association with the award.

Agricultural

1. Individual producers, partnerships and family farm or ranch corporations are eligible.
2. Nominees must be Nebraska farmers or ranchers who have demonstrated excellent water and/or soil conservation practices for at least a five-year period on farms or ranches which they operate in Nebraska.

Community

1. Groups, individuals, agencies or businesses are eligible.
2. Nominees must be Nebraska residents who have carried out a water and/or soil conservation program for a minimum of two years.

Youth

1. Any individual or group of young people (age 19 or younger) are eligible.
2. Nominees must be Nebraska residents who have carried out a water and/or soil conservation program for a minimum of two years.

GUIDELINES

In the order listed, please provide the following information in making a nomination for the Master Conservationist Award.

(See on-line application at: www.owh.com, and click on "In the Community")

A. Personal Information

1. Nominee's name, address and phone number.
2. Nominator's name, address and phone number.
3. Years the project plan has been implemented

B. Conservation Activities

1. Describe the conservation plan or program of the individual/community/youth, listing specific water and/or soil conservation practices implemented or promoted, what they are used for and the dates that those practices were implemented.
2. Describe any new or innovative techniques implemented or promoted by the nominee. These can be modifications of water and/or soil conservation principles already recognized as effective, or techniques created, designed and implemented by the nominee.
3. Describe the benefits of the water and/or soil conservation practices or programs implemented (both new and ongoing) in terms of conservation of water and/or soil resources, including benefits such as pollution abatement, wildlife enhancement or flood control.
4. Describe the impact of the water and/or soil conservation efforts or programs on the success or productivity of the farm/ranch business or community. Give any example or returns on conservation investment.
5. Explain how the nominee has encouraged others to understand the value of water and/or soil conservation, noting whether it involved the participation of groups from the industry or community (such as church, civic or school groups).
6. Optional:
 - a. Include a list of the conservation organizations the nominee is active in and leadership positions held.

- b. Graphic designs or photographs of the nominee's conservation efforts

SELECTION PROCESS

Award recipients are selected by a committee of judges representing the Institute of Agriculture and Natural Resources (IANR) at the University of Nebraska-Lincoln, the Nebraska Association of Resources Districts (NARD), Natural Resources Districts and the Nebraska office of the USDA Natural Resources Conservation Service (NRCS).

Recipients and their nominators (if available) will be recognized during a special presentation at the NARD annual banquet September 24, 2012, at the Younes Conference Centre in Kearney, and will be featured in the Omaha World-Herald on September 23.

Nominations that are not selected as one of the three winners will be retained for three additional years of future consideration. Applicants are welcome to update the nomination materials from year to year if needed.

For questions about nominations, please contact:

Jill Brown

Director of External Relations

Institute of Agriculture and Natural Resources
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Deadline for nominations:

March 1, 2012

Mail nominations to:

Master Conservationist Awards
Public Relations Dept.
Omaha World-Herald
1314 Douglas Street Suite 600
Omaha, NE 68102-1811
Or e-mail: joel.long@owh.com

Online application:

Visit www.owh.com and click on "In the Community"