

# Southwest Iowa Coalition 2010 Annual Membership Report

www.swico.org

## ANNUAL MEETING NOTICE

January 20, 2011 is the date for the Annual Meeting that will be held in Red Oak. The current board will present a 2011 slate of board nominees for the membership's vote. Members will finalize meeting locations and legislative agenda items.

Board members put in quite a few miles traveling to meetings throughout the region in order to represent their counties' concerns and provide leadership for conducting the necessary, regular business for SWICO. Don't forget to thank them!

## 2011 MEMBERSHIP DRIVE

The 2011 membership drive begins now. The board and your fellow members appreciate your dues support and hope you will continue that support as well as share the opportunity for membership with others in your local community.

Dues paying members support the ongoing activities and communications for everyone's benefit. Dues are kept low so that membership is affordable to any individual or organization but that means SWICO relies on a broad membership base to fund its annual activities. If many chip in a little, this effective tool for advocacy is kept ready for everyone's use.

Through the years, SWICO has developed a far-reaching, experienced and effective communication network for advocacy. Its robust electronic communication network allows members to react immediately when called upon to respond to pending decisions being considered by policy makers.

Members were reminded this past legislative session of the value of its regional communication network when the Clarinda Mental Health Institute was targeted to be closed leaving a hole in the regional economy and its mental health services. Local leadership did its job well by documenting the facility's superior services and revenue sharing design which was supplied to the SWICO office. The information was disseminated to members for individual advocacy through the network. Legislators responded to the office after volumes of emails began landing in their inboxes; some commented on how 'remarkably well organized the support campaign in southwest Iowa was.'

Regular membership meetings conducted at sites throughout the region allow members time to share knowledge and information about successful practices and current resources. SWICO's website can also be used by members to post announcements and notices they want to share with their regional counterparts.

The organizational structure of the Coalition, and its advocacy work through it, has continued to raise awareness of the rural region and secure resources. Members working together through SWICO have, and do, make a real differences at the local level.

## MEMBERSHIP BENEFITS

Share the membership opportunity and help boost membership in 2011!

- Regional advocacy support for issues affecting your local development work and businesses,
- Networking opportunities with your peer leadership,
- Opportunities to meet with state and federal agency representatives, policymakers and legislators,
- Participation in developing an annual legislative agenda addressing current and pending issues,
- Timely alerts and notices of news, meetings and events,
- Use of the SWICO website to post local news and announcements to reach a broader audience,
- Use of the SWICO email distribution list to request advocacy assistance or quickly share time sensitive opportunities and news.

**As a member, you are voice at the local level that affirms the importance of SWICO's regional advocacy efforts. Remind investors of its value and strengthen its work by introducing its benefits to potential members. So, mark the dates to participate and bring some local leadership along with you!**

## 2011 Meeting Dates and Suggested Locations

Contact the office if you want to host a meeting in your county. Member meetings begin at 6 PM with dinner.

Jan. 20th	Annual Meeting	Montgomery, Red Oak
Feb. 17th	Board & Member Meeting	TBA
March	Capitol Day	Des Moines
April 21st	Board & Member Meeting	Adams, Corning
May 19th	Board Meeting	Offices
June 16th	Board & Member Meeting	Fremont, TBA
July 21st	Board Meeting	Office
August	Summer Break	_____
Sept. 22nd	Legislative Forum	TBA
Oct. 20th	Board & Member Meeting	TBA
Nov. 17th	Board Meeting	Office
December	Winter Break	_____



Red Oak, IA 51566  
PO 292





Copies of this annual report can be downloaded from [www.swico.org](http://www.swico.org)

**Term Expires 2010**  
 Steve Adams – *Montgomery*  
 Gwen Trullinger – *Ringgold*  
 Adam Snodgrass – *Union*

**Term Expires 2011**  
 Clarence Moshier – *Adair*

Kenner Baxter – *Cass*  
 Ruth Smith – *Decatur*  
 Twila Larson – *Fremont*  
 Joe Blankenship – *Mills*  
 George Maher – *Montgomery*  
 Dale McAllister – *Page*  
 Kurt Shaha – *Ringgold*

Bill Henderson – *Taylor*

**Term Expires 2012**  
 Martin Olive – *Adams*  
 Keith Harlan – *Cass*  
 Russell Joyce – *Cass*  
 Margaret Johnson – *Fremont*

**2010 Activity Highlights**

**February Annual Meeting:** The snows flew in January and postponed the annual meeting until February. It was held in Red Oak and the slate of board nominees was elected by the membership who were: Keith Harlan & Russ Joyce of Cass County, Margaret Johnson of Fremont County and Alec Turner and Martin Olive of Adams County.

**April membership meeting:** The Austin B Turner III Memorial Leadership and Scholarship Award was presented by the Turner family to Corning resident and long-time SWICO member, John McMahon.

**June Rural Summit:** Exploring regionalism and entrepreneurial development systems was the topic for the summit. USDA Rural Development State Director Bill Menner opened the summit and practitioners Don Macke, Rural Policy Research Institute, Dr. Paul Coates, Associate Professor, Iowa State University Department of Community and Regional Planning and Sandra D. Morar, McGrath North PC LLO spoke to regional policy issues and sound practices in the areas of governance, entrepreneurial development strategies and food product development ventures.

**September Candidates' Forum:** The annual legislative event in 2009 was held in Corning and drew candidates and their representatives from races that included: gubernatorial, secretary of state, state treasurer, district 5 US house and state house. President Bill Henderson moderated the question and answer period following the candidates' addresses.

**2010 Advocacy and Major Accomplishments**

**TIME 21:** Advocacy continued for the transportation fund. Members were kept updated throughout the year on corresponding legislative activity and Board Member, Joe Blankenship attended and reported on the Transportation Day event at the Capitol. Members continue to express concern about the correlation between healthy commerce and the region's transportation system.

**HWY 34 Bridge:** Members of SWICO have actively advocated at a State and Federal level to secure funding for this infrastructure that is critical to the economic growth of the region for more than a decade. The groundbreaking ceremony for the bridge took place on September 9th at Hwy. 34 & 190th Street at I-29. State and Federal Legislators and their representatives from both Iowa and Nebraska were on hand.

**Clarinda Mental Health Institute:** Budget cuts drew legislative review of Iowa's state funded mental health institutions located throughout the state. The Clarinda Mental Health Institute was targeted to be closed. Coalition members from the region's smallest communities to its largest used the power of emails to expedite urgent communications to legislators during their deliberations. The facility was kept open in the end, but this is likely not the last chapter. Legislators look to move mental health services to local, community-based programming in the future. However, the absence of accessible local programming, and the education about the effectiveness of the



HWY 34 Groundbreaking

CMHI to serve the region's needs from the advocacy campaign, have brought some additional thought to the legislative discussion.

**Hazard Analysis & Critical**

**Control Points (HACCP) System:** SWICO members assisted with an email campaign against instituting new, cost-prohibitive rules for rural, local lockers to implement. Had the new regulation for testing been implemented, the region would have lost many of its local meat lockers.

**Annual Legislative Agenda of Priorities:** Included and presented to the State and Federal Legislators were support of: Value-added ag program funding, Tax Increment Financing, TIME 21, Renewable Fuels, Housing, use of Economic Development Set Aside for home growing businesses, Livestock Mandatory Reporting, Regional Entrepreneurial Development, Fruit and Vegetable price reporting, local food initiatives.

**2009 REVENUE & EXPENDITURES**

Total Dues.....	\$15,000	<b>Total Income .....</b>	<b>\$18,613</b>
Other Income .....	\$ 3,613	<b>Total Expenses .....</b>	<b>\$20,204</b>
<b>Cash on Hand: \$8,098</b>		<b>Annual Expenses:</b>	Meetings .....1,581
			Office .....1,219
			Memorial..... 250
			Payroll.....17,154



Representatives of 4, multi-county marketing collaborations within the SWICO membership area talk about their initiatives to support economic development.

**Turn on those SPAM filters and spare yourself the dreaded junk email, but make sure your settings are allowing you to get what you want.**

Most everyone now uses software such as virus protection that also filters out "junk email." You must tell that software to "allow" certain email addresses or risk having it decide based on content or subject line to throw it away. The settings should be set to allow [www.swico@swico.org](mailto:www.swico@swico.org) to ensure that you receive your electronic communications from SWICO. And, if your email changes, please send that to the office so that you continue to receive your mail and notices.

**Collaborating to support local entrepreneurship.**



**Have a happy and safe holiday season!**

**Wouldn't it be great if southwest Iowa deer would mimic their North Pole cousins and stay in the air!**

The Southwest Iowa Coalition is a volunteer-based, grassroots organization. The board of directors can range from five to 22 to ensure equitable representation of its membership. An executive board is comprised of the president, vice-president, treasurer, and secretary. Members work through committees to address specific issues that correspond to their experience, interest and local development needs.