

ELKHART COUNTY

PAY DIRT

WHERE CULTIVATION & CONSTRUCTION MEET



MARCH 4 & 5, 2025

ELKHART COUNTY 4-H FAIRGROUNDS, 17746 CR 34, GOSHEN, IN 46528

Tuesday, March 4

8:00 am Registration opens
9:30 am Opening Remarks
10:30 am Break
11:00 am Session 1
12:00 pm Lunch/Q&A
1:30 pm Session 2
2:30 pm Break/Q&A
3:00 pm Session 3
4:00pm Closing Remarks/Q&A

Scan to learn more!



Wednesday, March 5

8:00 am Registration opens
9:00 am Session 4
10:00 am Break/Q&A
10:30 am Session 5
11:30 am Lunch/Q&A
1:00 pm Session 6
2:00 pm Break/Q&A
2:30 pm Session 7
3:30 pm Closing Remarks

NETWORKING RECEPTION

TUESDAY, MARCH 4TH

6:30PM - 8:30PM

Join us for an engaging Professional Networking Session on March 4th at 6:30 PM! This event is the perfect opportunity to connect with like-minded professionals, expand your network, and share ideas in a relaxed and friendly atmosphere. Don't miss out on this chance to build valuable connections, listen to engaging speakers while enjoying a taco bar and drinks.

Admission is included with any Pay Dirt ticket.

We look forward to seeing you there!

This reception is sponsored by Wessler Engineering

The logo for Wessler Engineering, featuring a large blue 'W' above the word 'WESSLER' in a bold, blue, sans-serif font, with 'ENGINEERING' in a smaller, blue, sans-serif font below it.

ELKHART COUNTY PAY DIRT WHERE CULTIVATION & CONSTRUCTION MEET

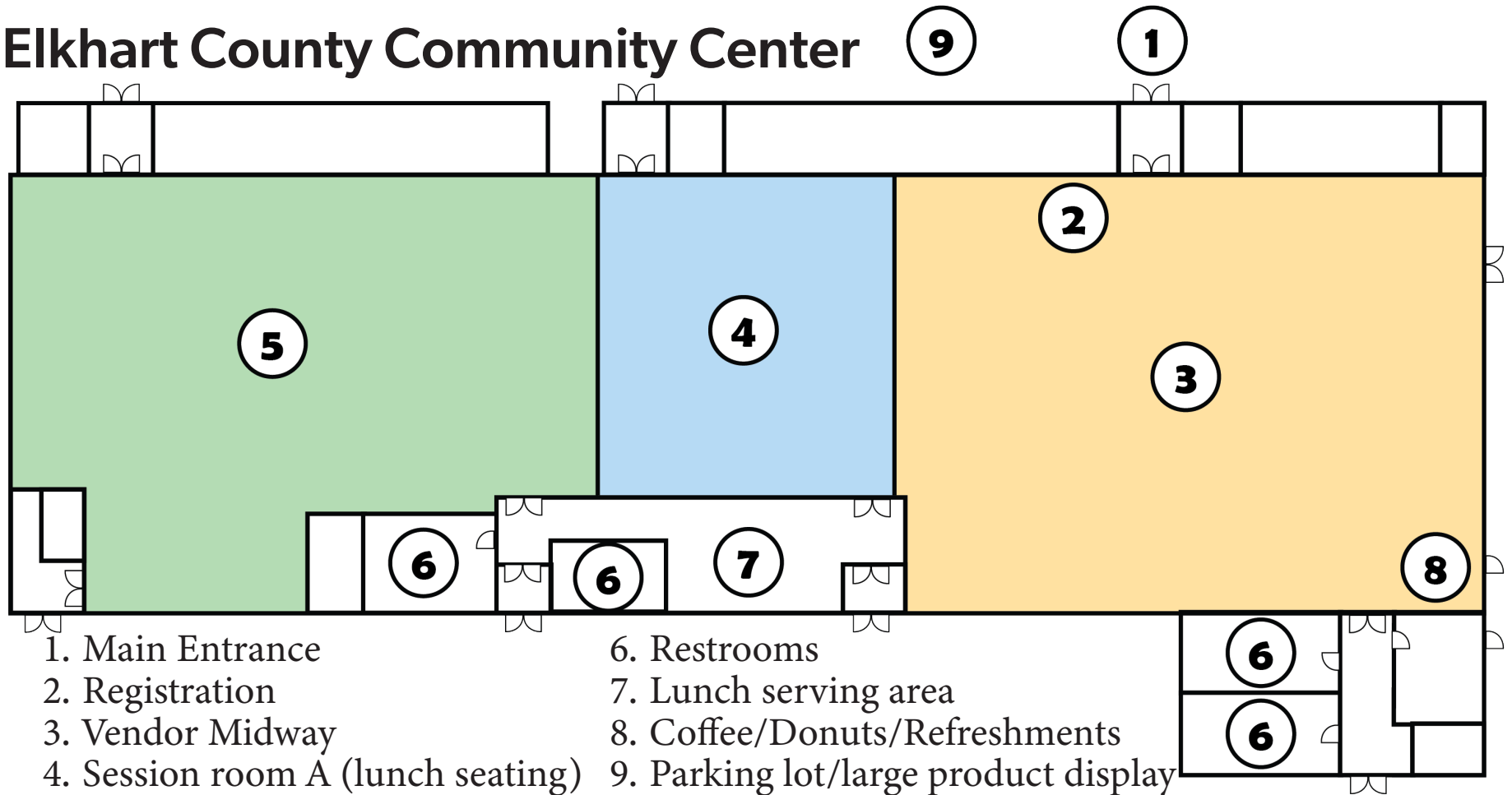
Pay Dirt 2025 is a two-day forum in Elkhart County that brings together professionals from diverse trades in the agricultural and stormwater industries—what we like to call

“where cultivation and construction meet.” This year’s event will feature concurrent sessions with both local and nationally recognized industry “Think Tank Junkies”

who are spearheading innovations for the next fifty years to enhance water quality of life in Elkhart County and beyond. We’re thrilled to announce that Phillip Anderson, CEO and Chief ReThinker at ReThink!, will be moderating the entire event, bringing his unique “doing outside the box” perspective to our discussions.

We remain committed to showcasing groundbreaking products and services to boost your operational efficiency. And, of course, it wouldn’t be a Pay Dirt event without the beloved food and refreshments our attendees look forward to.

Elkhart County Community Center



- 1. Main Entrance
- 2. Registration
- 3. Vendor Midway
- 4. Session room A (lunch seating)
- 5. Session room B (lunch seating)
- 6. Restrooms
- 7. Lunch serving area
- 8. Coffee/Donuts/Refreshments
- 9. Parking lot/large product display



THE ORIGIN OF PAY DIRT

mule traverse rich topsoil in search of a gold nugget. The core message is profound: while the prospector is fixated on finding gold, he overlooks the immense value of the fertile topsoil beneath his feet. This narrative serves as a powerful metaphor for our tendency to overthink and miss what is truly valuable and obvious. As members of the Soil and Water Conservation District (SWCD),

we sometimes become so focused on meeting expectations and routine maintenance that we lose sight of the broader possibilities. While adhering to standards is important, it can also limit our vision and goals. The Pay Dirt event was conceived to encourage us to think beyond the conventional and explore innovative solutions for our community, projects, and land.

Pay Dirt is unique in that it challenges us to make conservation a personal and collective mission. The event aims to inspire participants to reflect on the past, understand how we arrived at our current state, and envision a future where conservation is not just an obligation but a shared endeavor. The purpose of this event is to provoke thought and curiosity. We encourage you to ask yourself: What if I try this approach? How can I make a difference? What works best for my operation, rather than what is commonly accepted? We challenge all participants to emulate the veteran prospector, seeking out precious insights and opportunities without losing sight of the valuable resources right beneath our feet.

Let us come together to embrace this challenge and make conservation a dynamic and impactful part of our lives.

As someone with a deep connection to the J. I. CASE Tractor Company, I have accumulated an extensive collection of sales literature over the years. While reorganizing some of these materials, I came across a box of old films, including vintage dealer clips from the mid-1950s. One film that particularly caught my attention was titled “Pay Dirt Part 1.” In this film, a seasoned prospector and his pack

Yours in conservation,



Featured Faces at Pay Dirt

PHILLIP ANDERSON

Chief ReThinker at ReThink!



As the founder and Chief ReThinker at ReThink!, Phillip Anderson helps individuals and organizations rethink their conversations and connections. ReThink! focuses on thinking, staying, and doing outside the box. With over 23 years of experience in non-profits and consulting, Phillip has helped communities invest in each other. As an engaging speaker, Phillip shares lessons from a diverse career. Phillip Anderson has presented training programs on servant leadership and as-

sisted farmers with market opportunities and industry challenges. Consulting projects include the Whitewater Canal Scenic Byway and Nickel Plate Arts. Passionate about Indiana history and geography, Phillip is on a mission to visit all 2,230 dots on Indiana's map. Phillip holds a B.S. in agricultural economics from Purdue University and co-owns a family grain farm near Frankfort, Indiana. Phillip Anderson and his family reside in Carmel, Indiana.

PAUL LABOVITZ

Retired Superintendent of Indiana Dunes National Park

Paul is the recently retired Superintendent of Indiana Dunes National Park. Paul's almost 35-year National Park Service career included river conservation and trail development in over 25 states and work in National Parks and Protected Areas in Eastern Europe. Paul has a passion for public lands and making them accessible for everyone. Paul earned a BS in Forest Science at The Pennsylvania State University and an MBA at Frostburg State University in

western Maryland. Prior to his National Park Service career, Paul was the Forester, Wildlife Biologist and Manager of the Rockwell-Somerset-Woodlands, a 10,000 acre private property in SW Pennsylvania, owned by the former CEO of Rockwell International. Paul and his wife Sue live in LaPorte County with their dog Teton. Three adult children live in Ohio and New York. Paul is originally from Philadelphia.



TY GARMON

Founder of Stormwater World Podcast



Ty Garmon, LEED AP is a connector and conversation starter in the stormwater and digital marketing worlds. He is a marketing and sales professional with over 25 years of experience, the last 13 of which were specializing in the stormwater industry. Ty, recognized a need in the stormwater industry for providers and manufacturers to have a larger digital presence for greater visibility to poten-

tial customers. In 2019 he and his wife founded Digital Stormwater to fill this need. In 2023, Ty started the Stormwater World Podcast to bring the hallway conversations from conferences to the larger stormwater audience. Outside of work, Ty enjoys learning about new technologies, travel, and spending time with family and friends.

digital **Stormwater**
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Joe Moore- Session 1A

Rethinking SWPPP Success: Using Sustainable BMPs to Achieve Results



Session Abstract: This presentation focuses on transforming Stormwater Pollution Prevention Plans (SWPPP) by integrating sustainable Best Management Practices (BMPs). It will cover current BMP methodologies, essential dos and don'ts through a US Fish and Wildlife Service case study, and innovative technologies from BMP manufacturers. Emphasizing sustainability, the discussion will highlight the

use of geotextiles—permeable fabrics that aid in separation, filtration, and drainage—while advocating for wildlife-friendly erosion control products over harmful plastic alternatives. The presentation will also address the negative impacts of plastic netting and straw wattles on wildlife, supported by data on deer-related crashes. Participants will learn to identify sustainable BMPs, implement eco-friendly erosion control products, and evaluate BMP impacts on wildlife and road safety, ultimately promoting effective and environmentally-friendly SWPPP outcomes.

Speaker Bio: Joe Moore, CPESC, MS4 CECI,

is the Founder & Chief Brand Ambassador of Erosion & Construction Solutions Inc, with two divisions: Siltworm and Erosion Construction Services. Self-described as a Clean Water Nerd, Joe is an expert in clean water regulation and environmental management, serving on the Indiana MS4 Partnership Executive Board and the Northwest Indiana Storm Water Advisory Group. As a former constructor he brings a practical approach as he educates on SWPPP and BMP related topics.

Credits: 1 PDH

Chuck Brandel- Session 1B

Drainage and Storage: Balancing Production and Protection of Outlets



Session Abstract: This presentation will showcase an innovative approach to drainage projects, balancing landowner and environmental needs through large wetland and storage practices. It highlights the

necessity for additional funding to enhance flood reduction and water quality. Chuck Brandel, PE, will discuss Midwest drainage challenges, including opposition from environmental groups, public perception, complex grants, and cost/benefit criteria

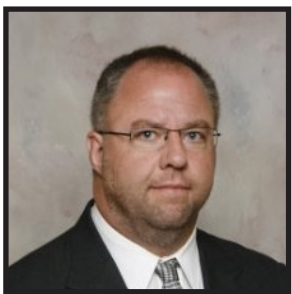
excluding water quality. He will share ISG's strategies and successful projects. With more companies aiming for Net Zero Carbon, the session explores collaboration opportunities with public and private entities. It will demonstrate how large-scale water quality initiatives can align with corporate sustainability goals. Real-world examples and active attendee participation will inspire support and investment in sustainable drainage projects benefiting all stakeholders.

Speaker Bio: Chuck's leadership style goes beyond a title. He has an uncanny ability to connect with people, leveraging common interests and building

partnerships to move the rural and agricultural industry forward at scale. His ability to work closely with landowners, government officials, and contractors enables ISG to deliver effective design solutions that fulfill project needs. Chuck is a strong advocate for the balance between rural drainage and environmental sustainability, helping clients prioritize land stewardship practices that benefit everyone. He firmly believes in what he does, as he is on the Lake Association Board for improving water quality on his local lake and enjoys kayaking and boating on Minnesota's lakes and streams.

Ron Geater- Session 2A

Flexamat, an Alternative to Erosion Control



Session Abstract: Flexamat is a permanent erosion control mat utilized for stabilizing slopes, channels, low water crossings, inlet/outlet protection, and shorelines. Tied Concrete Block Mat is a generic

term for Flexamat It consists of concrete blocks (6.5"x 6.5" with a 2.25" profile) locked together and embedded into a high strength geogrid. There is 1.5" spacing between the blocks that gives the

mat flexibility and allows for optional vegetation growth. The mat is packaged in rolls, making transporting and installing Flexamat efficient. It is manufactured with various underlayments, determined by onsite conditions.

Speaker Bio: Ron Geater joined Motz Enterprises, Inc. in 2016 as the Regional Manager for the Midwest. He covers a nine-state territory, promoting the use of permanent vegetated hard armor mats. He spends his time giving presentations to civil engineers, working closely with DOTs, and visiting job sites to provide technical assistance for installations. Ron's career in the erosion control industry

began with American Excelsior Company, where he worked for eight years. The experience he gained from selling erosion control blankets provided him with valuable insights into specification work. He also spent time educating municipalities, transportation departments, and environmental agencies. Ron received his bachelor's degree from the University of Iowa in 1991. He also earned a full-ride scholarship to play football and, after his senior year, was named First Team All-Big Ten. In 1992, he was drafted in the seventh round by the Denver Broncos.

Credits: 1 PDH

Fred Whitford- Session 2B

Water Quality in the Tank



Session Abstract: Think of the pest as the bull's-eye on a target. The basic premise is that the application will get the highest scores when the right rate of the pesticide is delivered directly to the center of the bulls-eye.

Not understanding the relationships between water, the leaf surface, pesticide, and poor application equipment can result in the application hitting one of the concentric circles surrounding the bulls-eye. Adjuvants can improve the biological performance of the pesticide by modifying the spray pattern,

droplet, or deposit properties (spray quality) up to and including the rate of movement of the pesticide into the plant (uptake and penetration). The results of the application may be marginally acceptable, but adding the right adjuvant might have redirected the spray droplets back to the center target. Running interference for the spray droplet, adjuvants can help the spray mixture to score the winning touchdown every time.

Speaker Bio: Fred Whitford is the coordinator of Purdue Pesticide Programs of the Purdue Cooperative Extension Service. He received a B. S. in wildlife management from Louisiana Tech University, and an M.S. and Ph.D. in entomology from Iowa State University. He has authored more than 250

research, extension, and regulatory publications, and has delivered over 2800 presentations to a wide array of audiences. He has written three books: The grand old man of Purdue University and Indiana Agriculture: a biography of William Carroll Latta, published in 2005 by Purdue University Press; The complete book on pesticide management: science, regulation, stewardship, and communication, published in 2002 by Wiley & Sons; and The complete federal and state compliance guide for Hoosier businesses, published in 2001 by Purdue University Press. Dr. Whitford's prior professional activities include lab and field research, extension outreach, regulatory work, and commercial pesticide application.



Matt Meersman- Session 3A

The Water is Ours



Session Abstract: This land is your land, and this land is my land, but the water is ours. Water quality in lakes and streams is largely determined by the condition of the land that drains to them. Since most land is

privately owned, and regulations limiting property rights are unpopular, we often rely on voluntary be-

havior changes to improve the health of our surface waters. Special taxing districts and regional water planning entities can encourage conservation with carrots rather than sticks. This talk will explore the challenges of watershed management and highlight strategies to effect change without regulation.

Speaker Bio: Matt Meersman developed a strong connection to the water growing up near the St. Joseph River and spending summer weekends at his family's lake cottage in southern Michigan. He now lives along the river in downtown South Bend, IN

and works as the Director of the St. Joseph River Basin Commission. He also serves as President of the Friends of the St. Joe River Association. When he is not working on watershed projects, you will likely find him paddling upstream in preparation for the biggest canoe races in the world. His passion for conservation and paddling both come from a love of being in and on the water.

Credits: 1 PDH

Thomas Kilcer- Session 3B

Winter Forage: a key to holistic yield increases



Session Abstract: Winter triticale forage is rapidly increasing in acreage in US, Canada, and Europe. Adding 35% total yield increase of very highly digestible, high protein forage has been a game changer. If

you are not growing it you are missing the biggest change in producing profitable high-quality forage.

Speaker Bio: Tom Kilcer grew up on a dairy farm in Columbia County, New York. He earned an AAS

in Agronomy from SUNY Cobleskill and a BS in Fisheries Science from Cornell. He worked on environmental impact studies for Peach Bottom and Indian Point Nuclear plants. In 1976, he obtained a second BS in Agronomy from Iowa State. For 33 years, he was the multi-county Field Crop and Soils Educator and Program Leader for Agriculture at Cornell Cooperative Extension of Rensselaer County, NY. In 2009, Tom transitioned from Extension to private consulting, conducting forage research and education in close cooperation with university and extension specialists and private companies. Much of Tom's effort focuses on developing alternative

crops, rotations, and harvest systems that protect the environment while supporting high forage dairy diets, enabling farms to compete nationally and globally. This work continues with his move to Tennessee and the University there. His efforts to improve agriculture are shared through a free electronic newsletter sent to over 1,000 CCA advisors, agribusinesses, and farmers in the Northeast, as well as articles in numerous dairy and field crop agriculture magazines. He has presented hundreds of seminars on his forage crops research across the U.S., Canada, Europe, and on YouTube.

Wednesday, March 5, 2025

Tom Mortensen- Session 4A

Nature Ignores Design That Ignores Nature



Session Abstract: The content of this session will show how we can learn from history by taking our cues from nature when thinking about site design, water integration, native and adaptive landscape, and

building placement through logical efficiencies and proven design methods. Design techniques and real-world projects will be shared in relation to using site specific ways that even the general public can understand and appreciate. The presenter will discuss how this can be successfully achieved, but also how quickly these projects can turn into bad science projects if the commitment to their success

isn't embraced by all project stakeholders. Attendees will be able to better understand the relationship between the landscape architect, civil engineer, community members, municipality, architect and the client as it pertains to expectations, aesthetic tolerances, design methods, restrictive and prescriptive ordinances and design standards when applied to using native landscape to integrate rainfall onto a designed site through collaborative site planning methods.

Speaker Bio: Tom Mortensen has over 36 years of experience in site design, landscape architecture, and related design and construction professions. His work includes expertise in site planning for urban spaces, parks and public open spaces, trails, plazas, private developments, restoration plans, and integrated stormwater management using green

infrastructure and native landscapes. He has collaborated on design projects with the U.S. Forest Service, National Park Service, Boy Scouts of America, Indigenous North American tribes, and the U.S. Department of Veterans Affairs. Tom has given presentations throughout the U.S. at various conferences, symposiums, and events on topics related to our water ethic, site design, master planning, rainfall integration, and site development. Since 2011, he has been teaching a class at the UWM School of Continuing Education in the Water Technology Certification Program on the topic of green infrastructure and using native and adaptive landscape and site design for more resilient management of rainfall on sites.

Credits: 1 PDH

Jim Schwartz- Session 4B

Roots, Roots, and More Roots



Session Abstract: Corn root architecture and it's potential impact on in-field management: This session will focusing on understanding the different root architectures that exist and how they might impact hybrid

management regarding factors such as population, fertility placement and stress management.

Speaker Bio: Jim Schwartz grew up in Huntingburg, Indiana, and attended Purdue University, where he earned degrees in Plant Pathology and Plant Physiology. With 39 years of experience in the seed business, he spent 17 years at Dekalb/Monsanto, including a role as the US Agronomy Lead for Regional Brands. He was also a part owner of

ICORN, an Indiana-based seed company that was sold to Monsanto. Following that, he served as the Agronomy Education Lead for 360 Yield Center before joining Beck's as the Director of Research, Agronomy, and Practical Farm Research. Jim has been married to his wife, Jodi, for 32 years, and they have two sons: Stan, a professor at Cedarville University, and Stephen, the North American Corn and Soy Agronomy Lead for John Deere.

Lohayne Schutzman- Session 5A

Parjana Engineering IRIS Infiltration



Session Abstract: Parjana Engineering, based in Michigan, provides innovative, data-driven water management solutions for stormwater and groundwater issues across various sectors.

In summer 2024, they introduced IRIS, a device that enhances surface water infiltration into soils by 15%, reduces materials

and waste, and speeds up installation. IRIS benefits include groundwater recharge, runoff mitigation, water quality improvement, and vector control while lowering the carbon and ecological footprint. Parjana Engineering is dedicated to efficient water resource management and consulting services.

Speaker Bio: Lohayne Schutzman, Engineering Manager at Parjana Engineering, has over seven years of experience in stormwater management solutions. She has made significant advancements in research and development, including the IRIS

Infiltration technology. Lohayne has provided solutions for major U.S. corporations, with nearly 100 installations across various hydro-geological conditions. Her Mechanical Engineering background and agricultural industry experience offer a strong analytical and creative foundation, which she applies to stormwater projects. As head of the engineering department, she ensures optimal project performance. **Credits: 1 PDH**

Sessions continued on next page

Rodney Rulon- Session 5B

Long Term Conservation



Session Abstract: As part of Rulon Enterprises of Arcadia, Ind., Rodney Rulon has been helping the 4th-generation family farm develop a complete no-till system that can compete economically with any farming system

while contributing clean water to their watershed that feeds directly into the Indianapolis water supply. With more than 25 years of no-till under his belt, Rulon discusses how Rulon Enterprises

developed a no-till system to capitalize on its management style and strengths. This includes a brief look at how his family has incorporated continuous no-till, 1-acre grid soil fertility management, variable-rate inputs, systemic tile drainage, hybrid selection, gypsum and other amendments, as well as using cover crops, to build soils and enhance the system.

Speaker Bio: Rodney Rulon began farming full-time after graduating from Purdue University with a B.S. in 1994 and an M.S. in 1996 in agricultural systems management. Rulon Enterprises is a fourth-generation family farming operation which

started as 80 acres in 1869 and has since grown to include over 6,400 acres of no-till corn and soybeans across central Indiana. The Rulon family operation also includes a market hog operation called Bryant Premium Pork LLC; a Beck's Hybrids seed dealership; The Peer Network – a subscription-based agriculture discussion website; and a custom drainage design and installation business. Rodney currently serves on the Hamilton County Soil and Water Conservation District board and is an active supporter of his church, Boy Scouts, youth shooting sports and 4-H.

Sue Bock- Session 6A

SWPPP Success: Practical Tips for Design Consideration and Field Implementation



Session Abstract: This presentation will provide insights into the successful design and implementation of Stormwater Pollution Prevention Plans (SWPPPs). Drawing on decades of professional experience,

we will explore practical tips for creating effective SWPPPs that address key design considerations and ensure smooth field implementation.

Speaker Bio: Sue brings 30 years of professional experience in water resources, specializing in erosion and sediment control, wastewater, drinking water, and water rights. She has played a pivotal role in the development, permitting, and approval of various projects, including road and bridge

construction, building sites, stream relocation, wetlands, and mitigation sites. Her experience also includes developing stormwater pollution prevention plans (SWPPPs), spill prevention control and countermeasure plans, hazardous waste contingency plans, air monitoring and reporting, and wastewater reporting. **Credits: 1 PDH**

Thomas Kilcer- Session 6B

A Drought Will Scare a Person to Death, a Flood Will Starve Him

Session Abstract: This presentation will focus on water resources in an agriculture setting. **Speaker Bio:** Please see previous page.

Panel Discussion- Session 7A

Construction Stormwater General Permit & MS4 General Permit

Panel Discussion- Session 7B

Conservation Options and Drainage Opportunities

All PDH credits are approved through ACEC Indiana

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Pay Dirt is organized by the Elkhart County SWCD in support of the Greater Elkhart County Stormwater Partnership



REGISTRATION



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Please register for the event at www.elkcoswcd.org/pay-dirt
 or fill out the registration form below.

First Name _____
 Last Name _____
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Which Days will you be attending?
 Tuesday, March 4, 2025
 Wednesday, March 5, 2025

Will you be attending the networking reception on Tuesday, March 4 (included with any ticket)?
 Yes No

Are you an exhibitor/sponsor for Pay Dirt 2025?
 Yes No

Please mail this registration along with payment to **59358 CR 7, Elkhart, IN 46517** or pay over
 phone with a credit card by calling 574-523-2030. **Please mail by February 26, 2025**