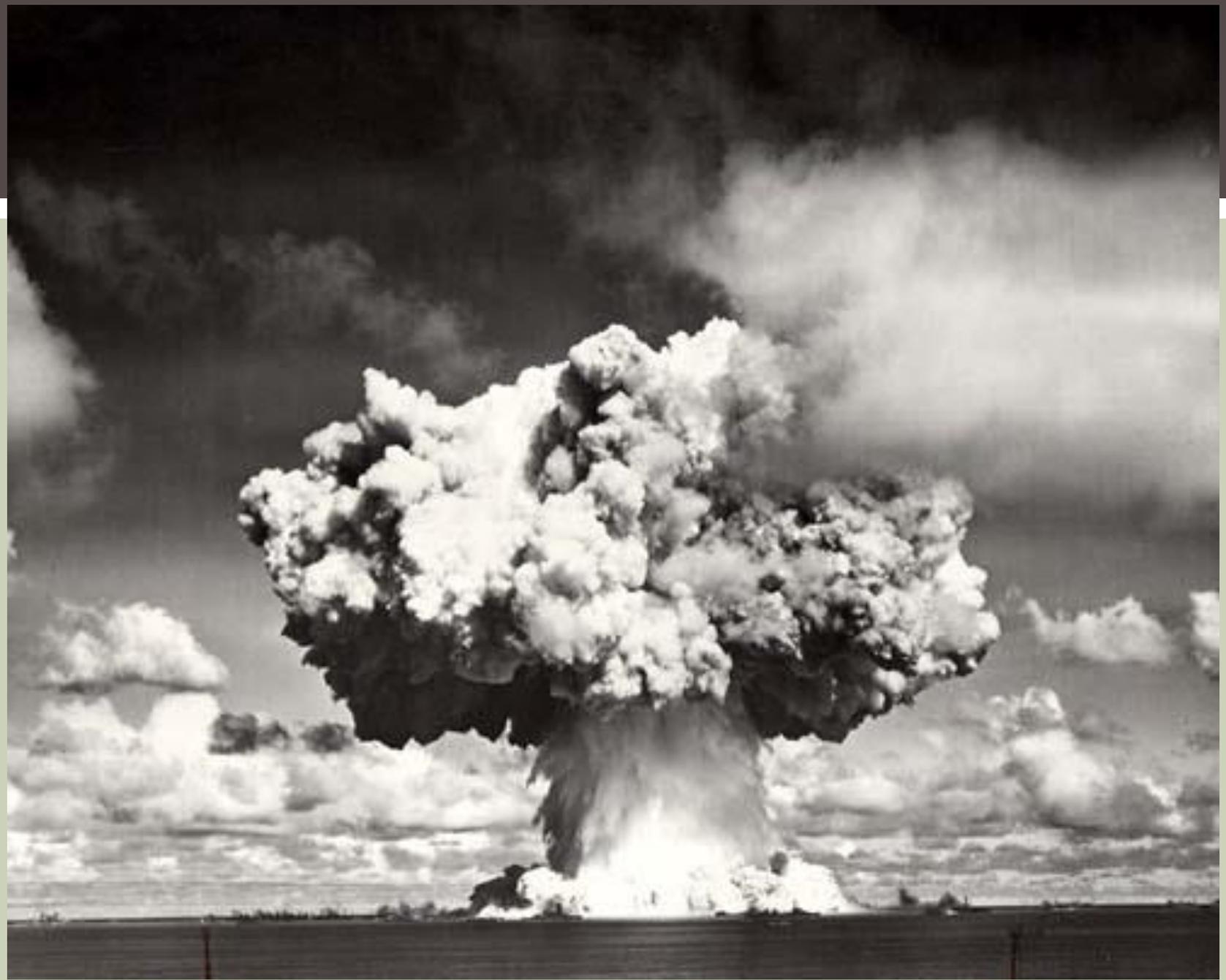


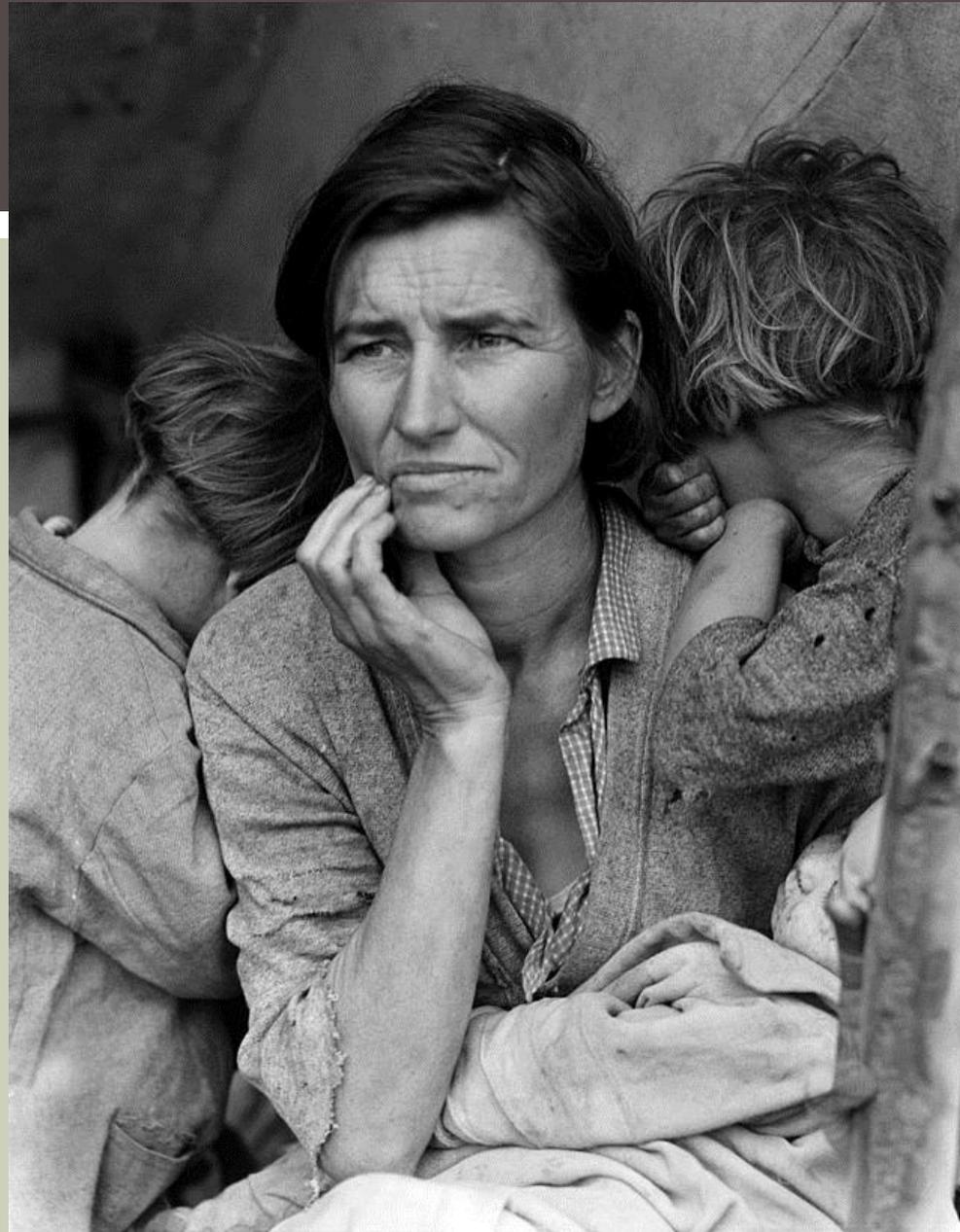
# EVERY PICTURE TELLS A STORY

Using – and  
taking – pictures  
more effectively  
to increase the  
value of your  
communications.







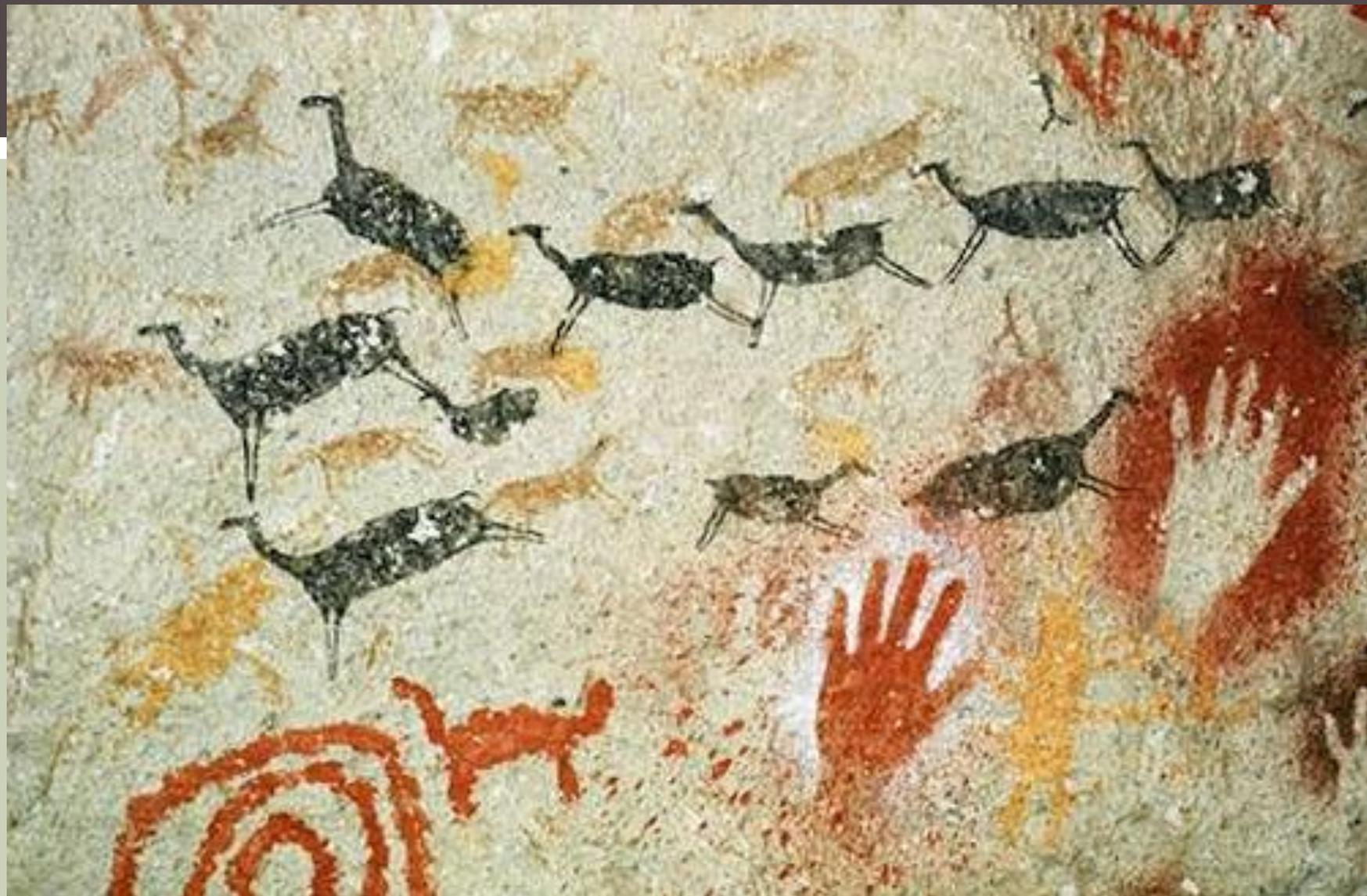




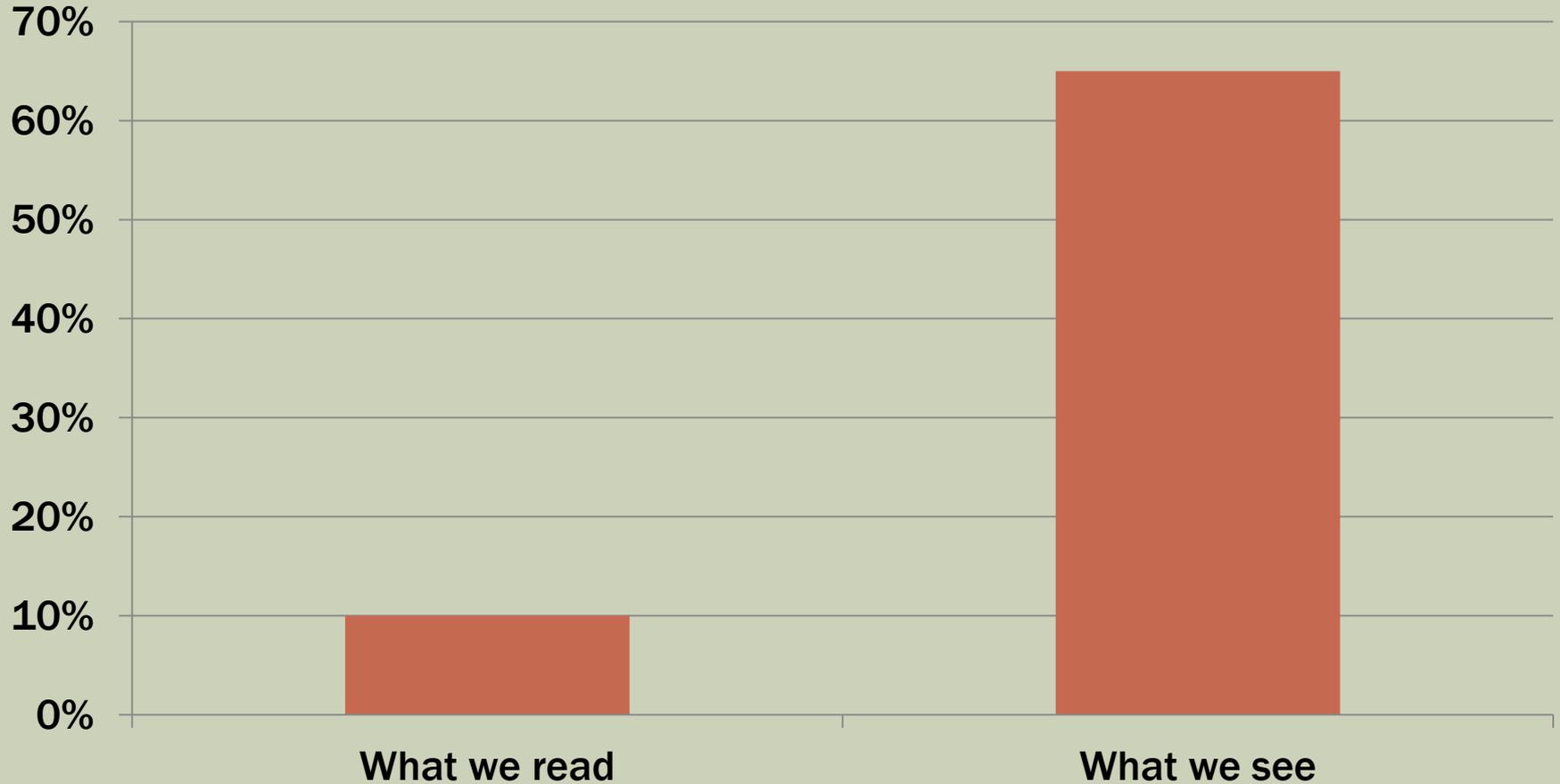








# INFORMATION RETENTION



OUR BRAIN PROCESSES VISUALS **60,000x** FASTER THAN TEXT



**90%**

OF INFO TRANSMITTED  
TO THE BRAIN IS VISUAL



**50%**

OF YOUR BRAIN IS ACTIVE  
IN VISUAL PROCESSING



**70%**

OF YOUR SENSORY RECEPTORS  
ARE IN YOUR EYES



**40%**

OF PEOPLE RESPOND  
BETTER TO VISUALS





A photograph of a modern hallway with a central elevator. The walls are a light beige color, and the floor is a polished, reflective light brown. A green plant is visible on the right side. A white speech bubble with a black outline is superimposed over the top half of the image, containing red text.

**HOW EXCITING!!  
PLEASE TELL ME  
MORE!!**

# PICS OR IT DIDN'T HAPPEN

## Water quality and pollution by nutrients

**The overloading of seas, coastal waters, lakes and rivers with nutrients (nitrogen and phosphorus) can result in a series of adverse effects known as eutrophication.**

In severe cases of **eutrophication**, massive blooms of planktonic algae occur. Some blooms are toxic. As dead algae decompose, the oxygen in the water is used up; bottom-dwelling animals die and fish either die or leave the affected area. Increased nutrient concentrations can also lead to changes in the aquatic vegetation. The unbalanced ecosystem and changed chemical composition make the water body unsuitable for recreational purposes and other uses, such as fish farming. The water becomes unsafe to drink.

Many societal activities result in nutrients being discharged into the aquatic environment, e.g. through wastewater from households and industry or by loss of nutrients from agriculture and fish farming. In some areas, atmospheric deposition of nutrients can also play a role. Agriculture is the main source of nitrogen loading and a major source of phosphorus loading, although much phosphorus also comes from point sources and sparsely built-up areas.

The effects of excessive nutrient loading are especially noticeable in the groundwater (nitrate), in lakes (phosphorus), large slow-flowing rivers and in the estuaries, coastal waters as well as open marine waters. Much of the nutrient input to the lakes and the coastal waters comes from rivers.

Phosphorus concentrations generally decreased in European rivers and to a lesser extent lakes during the 1990s, reflecting the improvement in wastewater treatment over this period. Overall, there has been a minor decrease in nitrate concentrations in European rivers over the same period, but there is no evidence of a decrease (or increase) of nitrate concentrations in Europe's groundwater and lakes.











Senator Franken:  
Filter the politics  
out of our water.











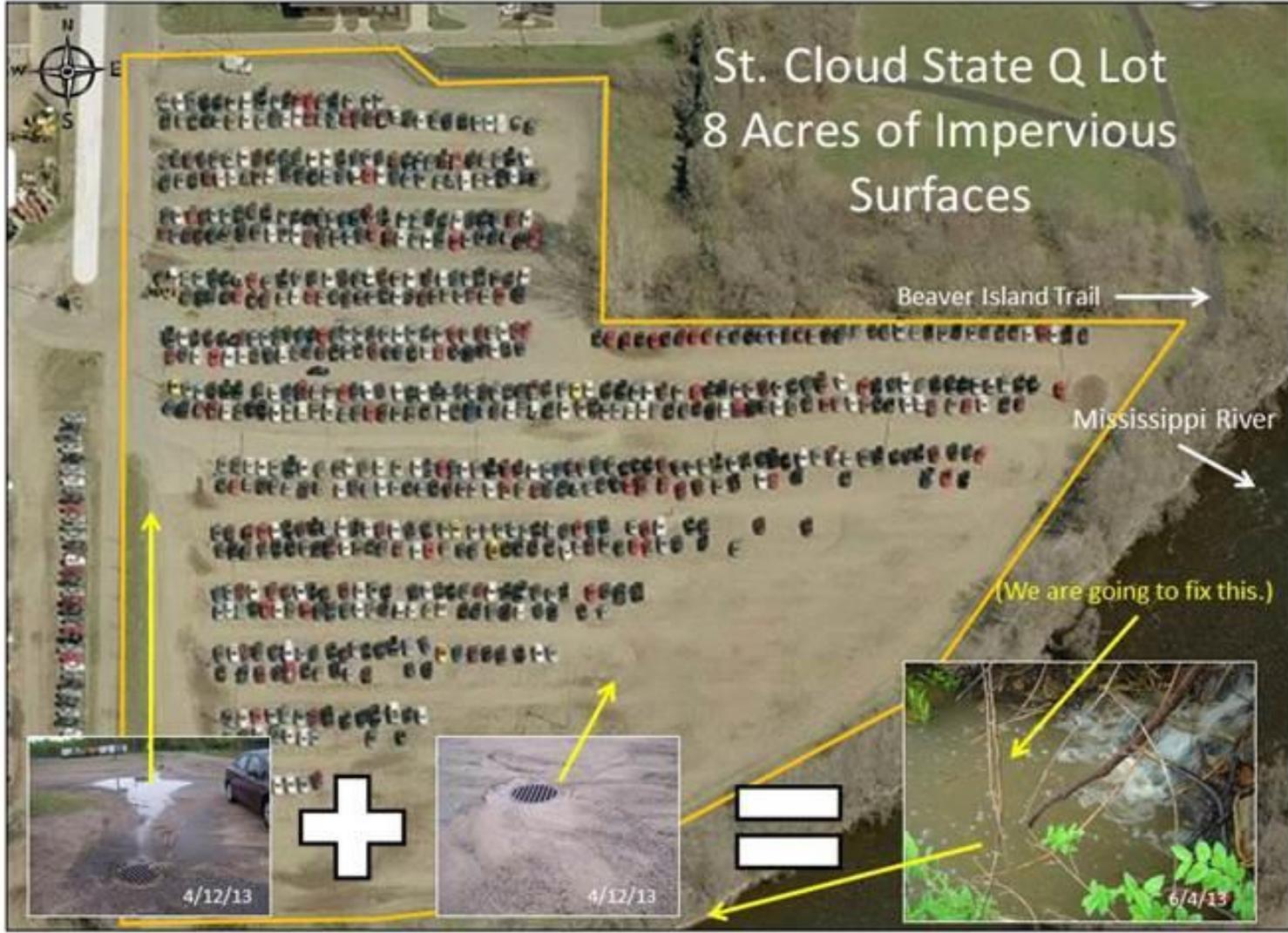




© hermal manora



# St. Cloud State Q Lot 8 Acres of Impervious Surfaces



(We are going to fix this.)



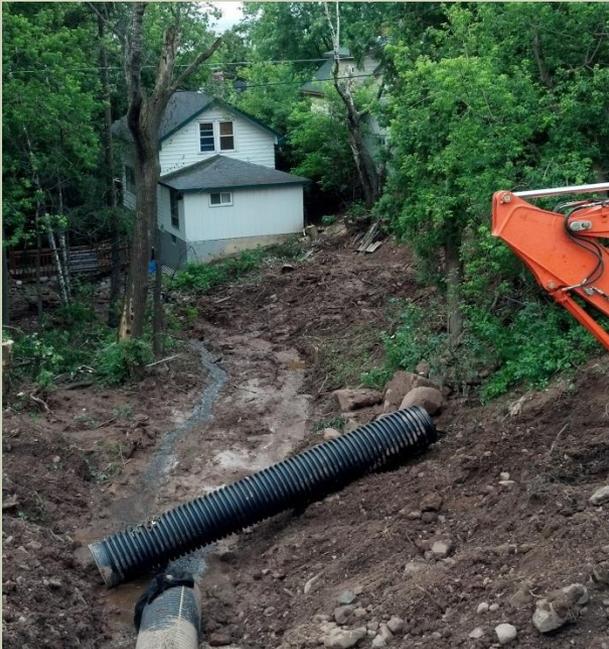
+



=



# BEFORE/AFTER



# SERIES



# MULTI-USE



# SHOW YOUR COMMUNITY



# WORK IN PROGRESS



# ACTION SHOTS



# DON'T FORGET DESIGN

While many people associate wetland banking programs with road projects, here in Minnesota we've discovered a need for that same approach within agricultural areas. Despite increasing need in recent years for wetland replacement (mitigation) credits in agricultural areas, few opportunities existed and the approach wasn't a viable option for many farm program participants. In 2012-2013, the Minnesota Board of Water and Soil Resources (BWSR) partnered with the Natural Resource Conservation Service (NRCS) on a new initiative to provide wetland mitigation for agricultural producers in the federal farm program. This initiative resulted in the establishment of the agricultural wetland bank (the "Ag Bank") within the existing state wetland banking system.

The goal of the Ag Bank is to provide mitigation opportunities for agricultural producers while at the same time ensuring the protection and improvement of agricultural wetland resources. BWSR and NRCS worked through the details to produce standards and processes for participants that comply with both state and federal rules. The result is a win-win: a bank that offers a quick and efficient solution for producers, and banked wetlands whose standards provide greater wetland function than the ones lost to approved projects.

In just two years, this initiative has exceeded expectations, generating over 400 agricultural wetland credits deposited into the banking system. Over 250 credits have already been used to offset wetland impacts resulting from agricultural projects, and more are in the pipeline. Initially, our staff focused on capturing expiring acres within the state's Conservation Reserve Program (CRP). This was an effective way to prevent this land from being lost to drainage and farming, with the additional benefit of allowing quick establishment of restored wetlands to generate Ag Bank credits.

In its first two years, the Ag Bank has produced sites with substantial natural resource value. One example of this is a restored wetland in Clay County near the Buffalo River State Park and The Nature Conservancy's Bluestem Prairie Preserve. This 160-acre site, set to expire from CRP, was restored to wet prairie and wet meadow. It is adjacent to over 7,000 acres of permanently protected grasslands, providing an important piece to this large wetland and upland habitat complex. The site contains rare plant species such as the small white lady slipper and sedges typical of a fen type wetland. It also provides habitat for many grassland song birds and prairie chickens, in addition to more commonly known wildlife species such as whitetail deer and waterfowl. Establishing this site in the Ag Bank has now helped to prevent grassland habitat fragmentation, improve and protect wildlife habitat, and provide substantial water quality benefits. It also provides much needed mitigation for agricultural producers in this part of the state, resulting in a significant increase in wetland function and value over the impacted wetlands.

A majority of Ag Bank credits have been established in the northwestern part of the state. BWSR staff have begun focusing on potential sites in the southwestern part of the state, where there's substantial need. More credits are expected to be issued in those areas this fall.

Sales of Ag Bank credits were very high this past year, and this demand is expected to continue. This is good news for landowners who may be considering establishing an Ag Bank site. If you're a landowner in the south and southwestern parts of the state with restored wetlands on expiring CRP, or farmed and drained wetlands that could be restored, agricultural wetland banking may be a restoration and protection option for your property.

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*This Ag Bank site contains restored wetlands and native prairie that will replace degraded agricultural wetland impacts.*



## Establishing the Agricultural Wetland Bank

October 2014 Snapshots

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# DON'T FORGET

1)



2)



3)

choose  
wisely



# Photography



Writing

With

LIGHT

LIGHT

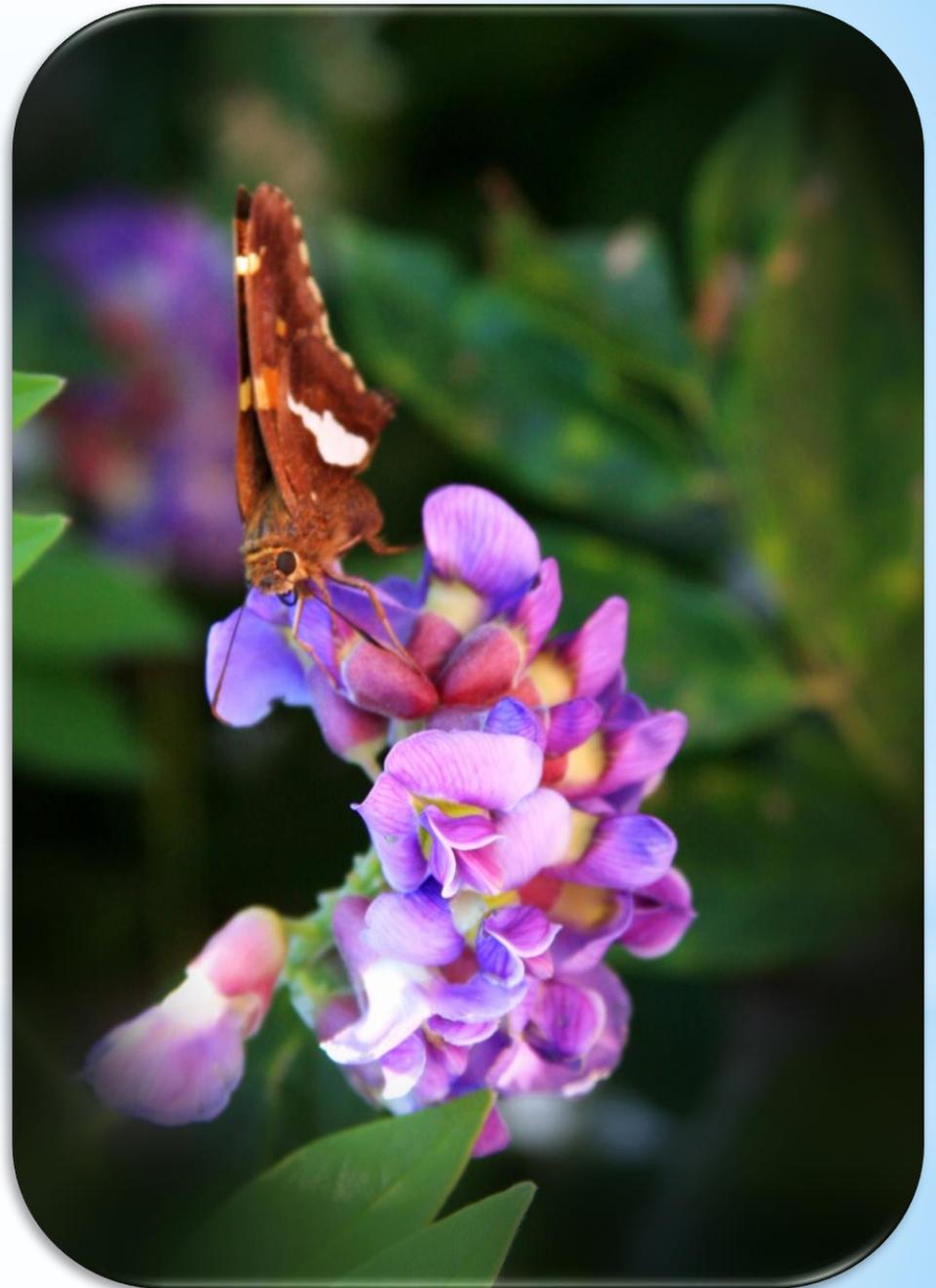






Tell your Story with a  
picture.

- Who is Your Audience?
- Have a Focal Point
- Perspective is in the eye of the beholder
- What your “minds eye” sees is not necessarily what your camera sees











Focal Point







# Perception

















# DON'T JUST STAND THERE!

1. Move Around, Get Down, Climb Up
2. Play with Angles
3. Bracket
4. Take Lots and Delete







**Angles**





**Bracket**



**TAKE LOTS  
AND DELETE**

**Use your Drive**









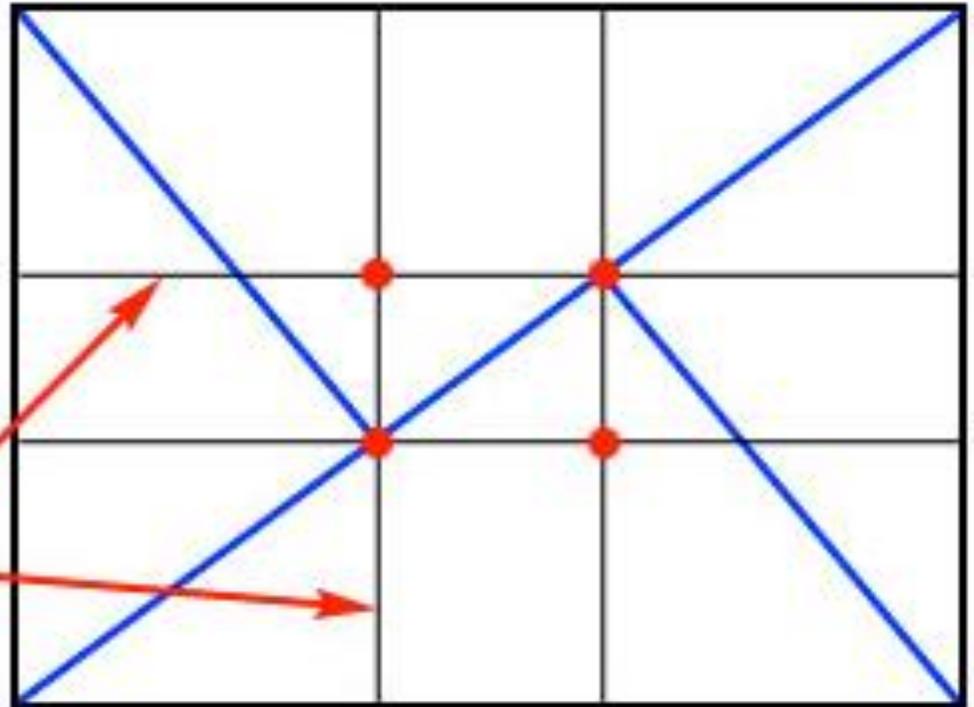
**RESOLUTION**



# Composition

GOLDEN TRIANGLE

Golden Section  
guides



# Rule of Thirds Golden Triangle









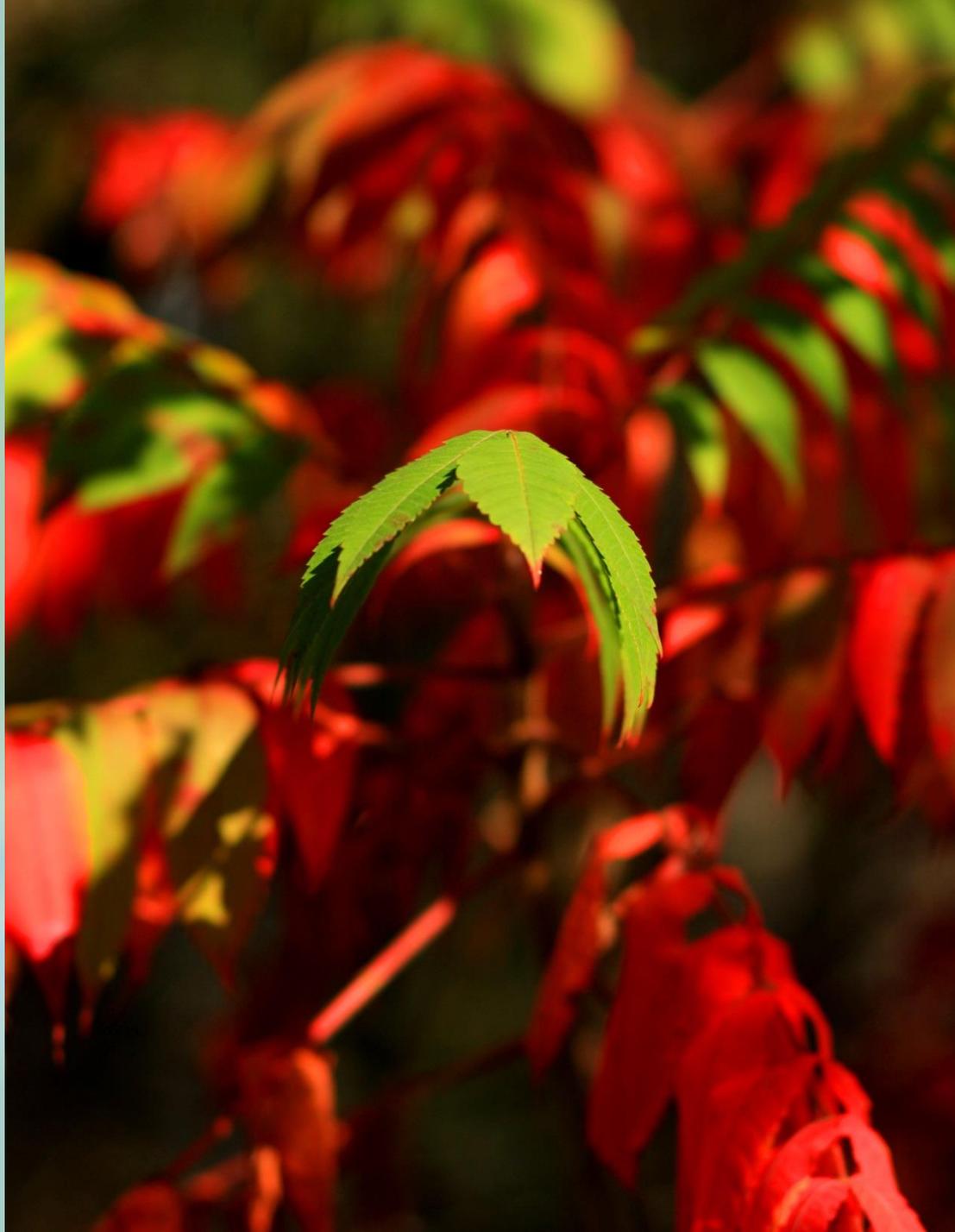


# Focus Lock









Depth



# Orientation

Horizontal  
vs Vertical



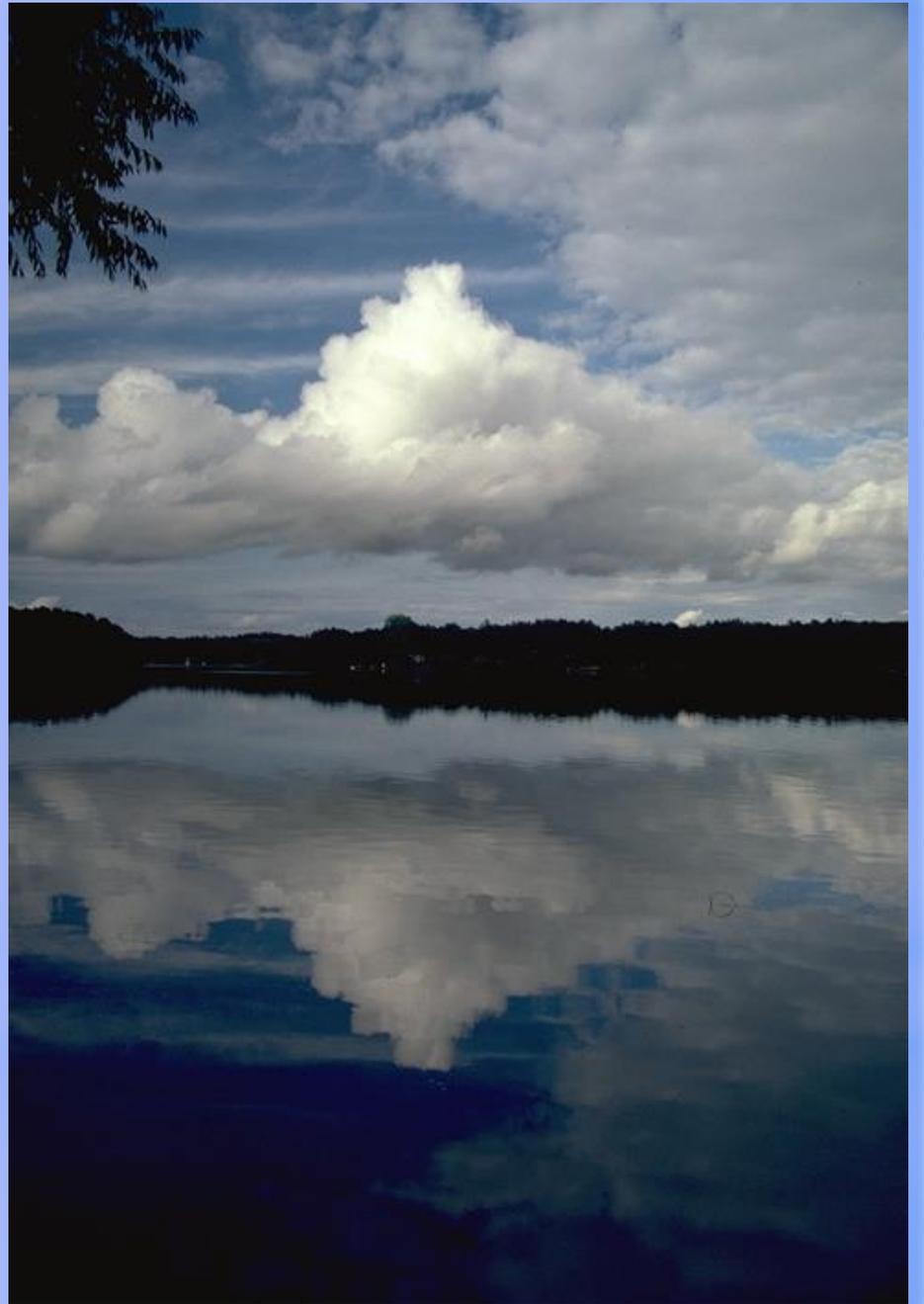






# Balance

R919UC6





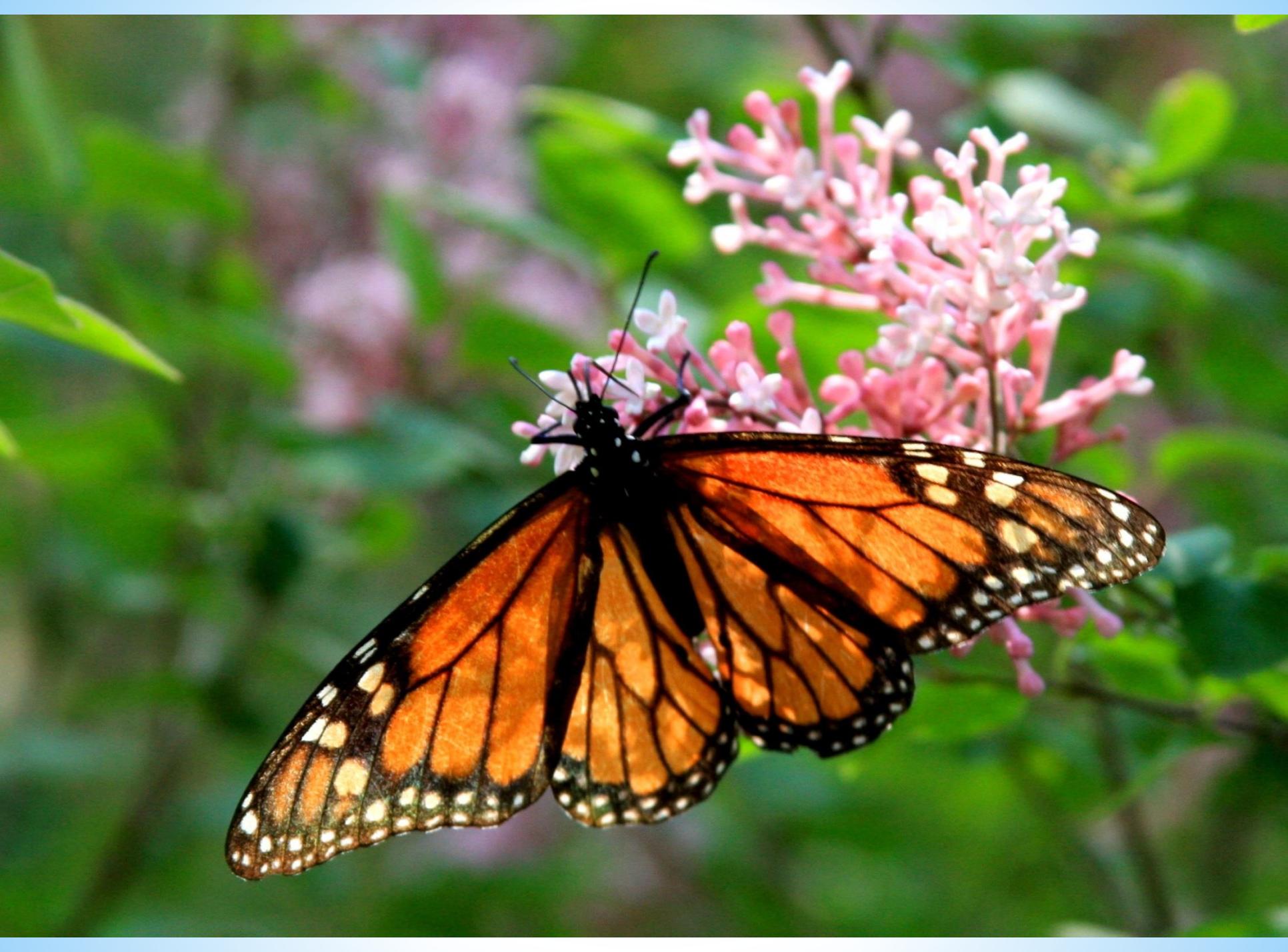




# Symmetry









# Leaving Space



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# Simplification







Black  
and  
White



# Patterns







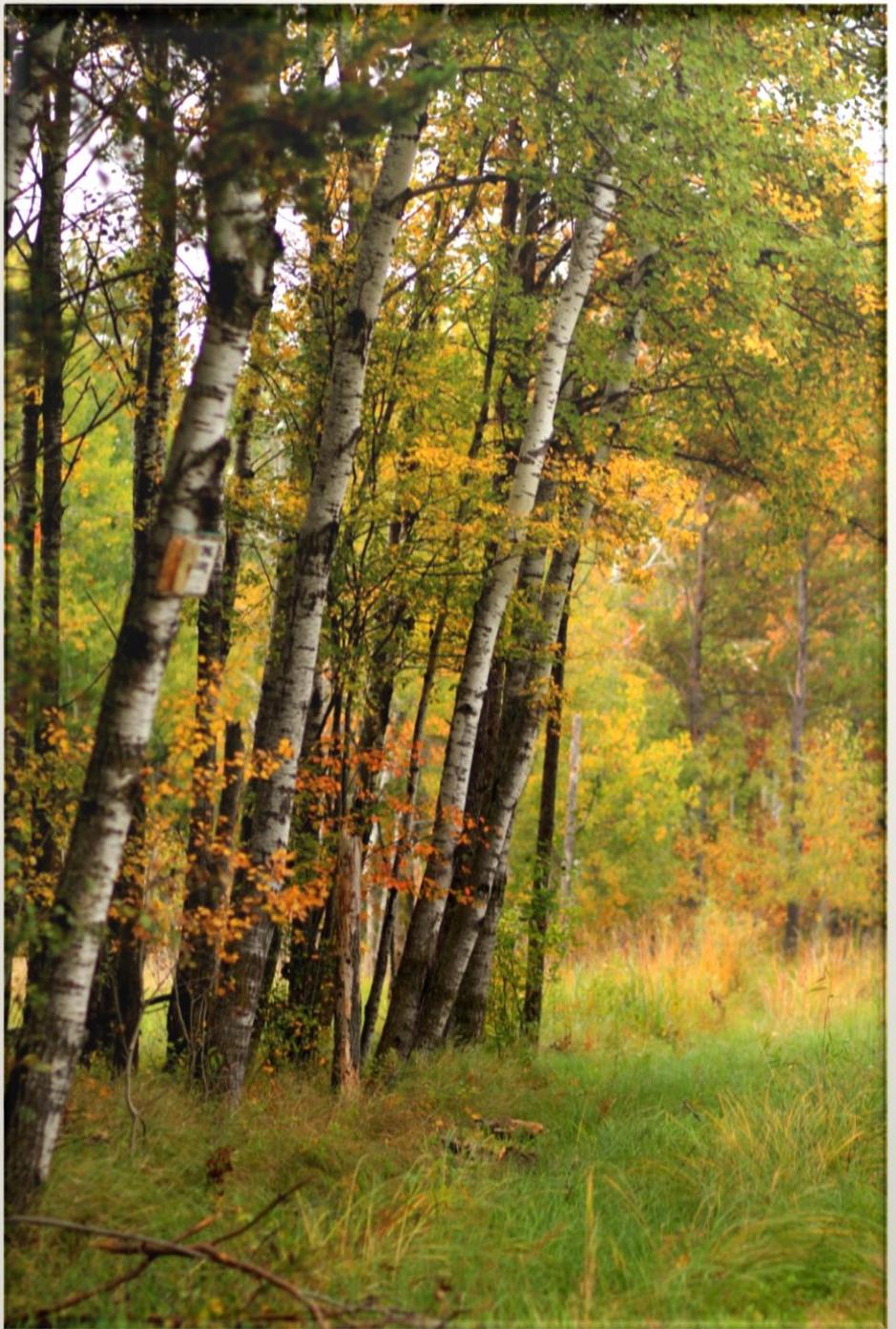
L

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**Texture**





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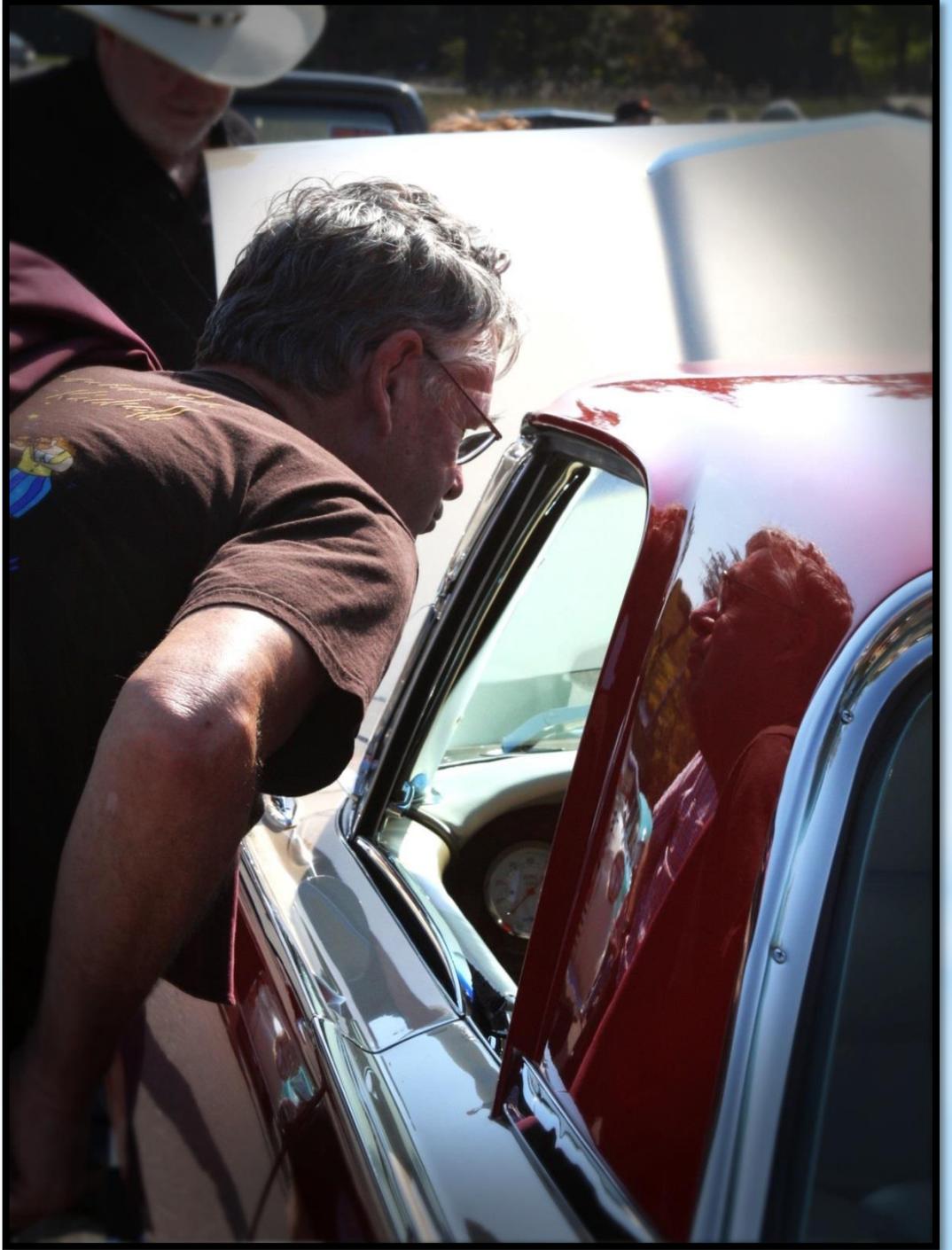








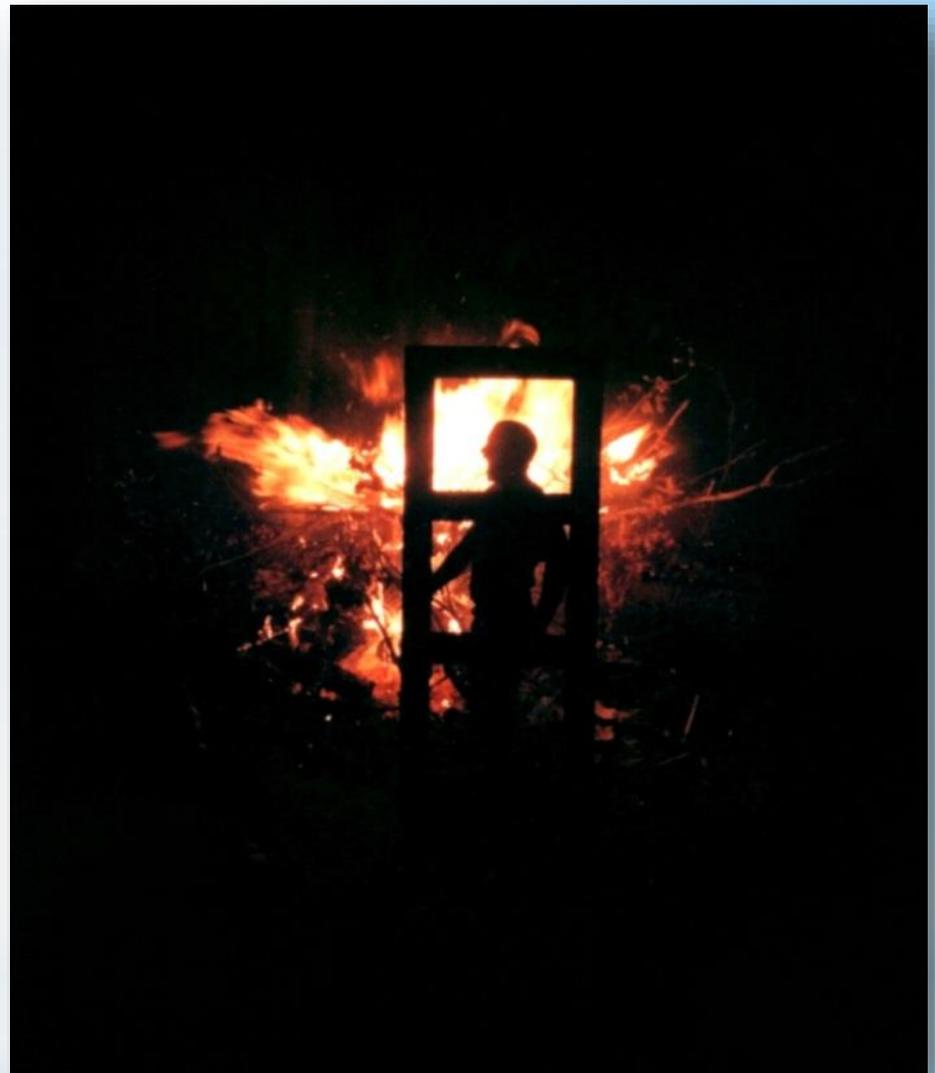
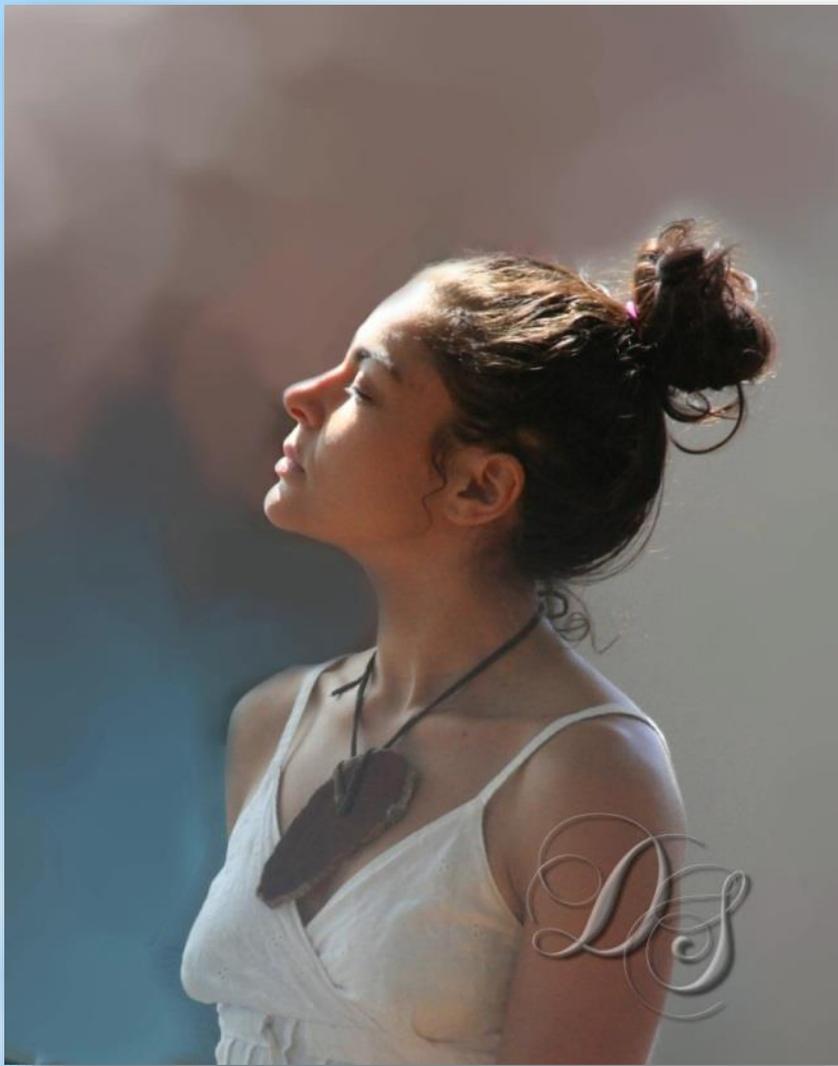




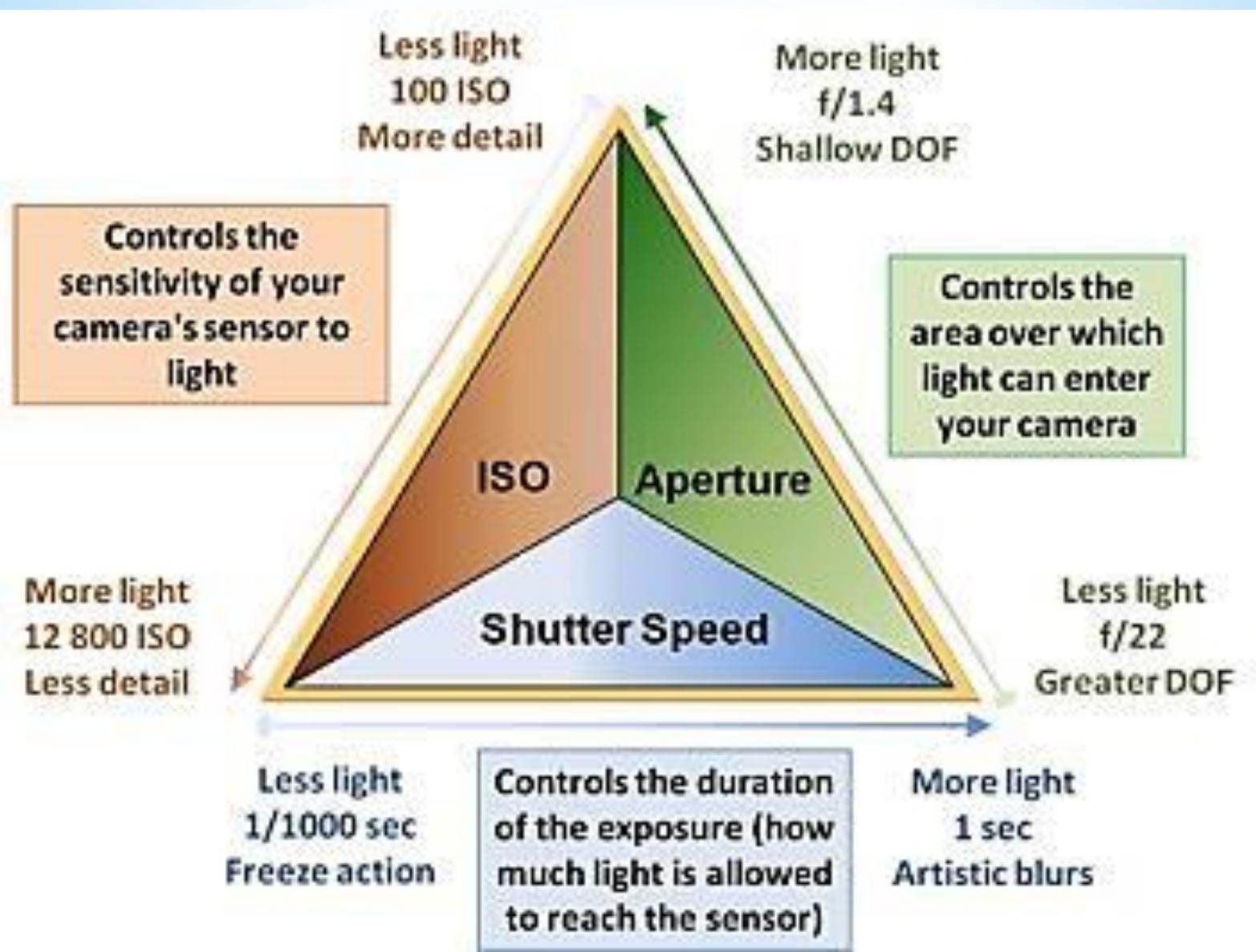


Spooky





Exposure, Exposure,  
Exposure



- Correct Exposure is the balance of three elements:

**ISO**: A prefix on film speed ratings that stands for International Standards Organization, the group that standardizes, among other things, the figures that define the relative speed of films.





ISO













# Aperture

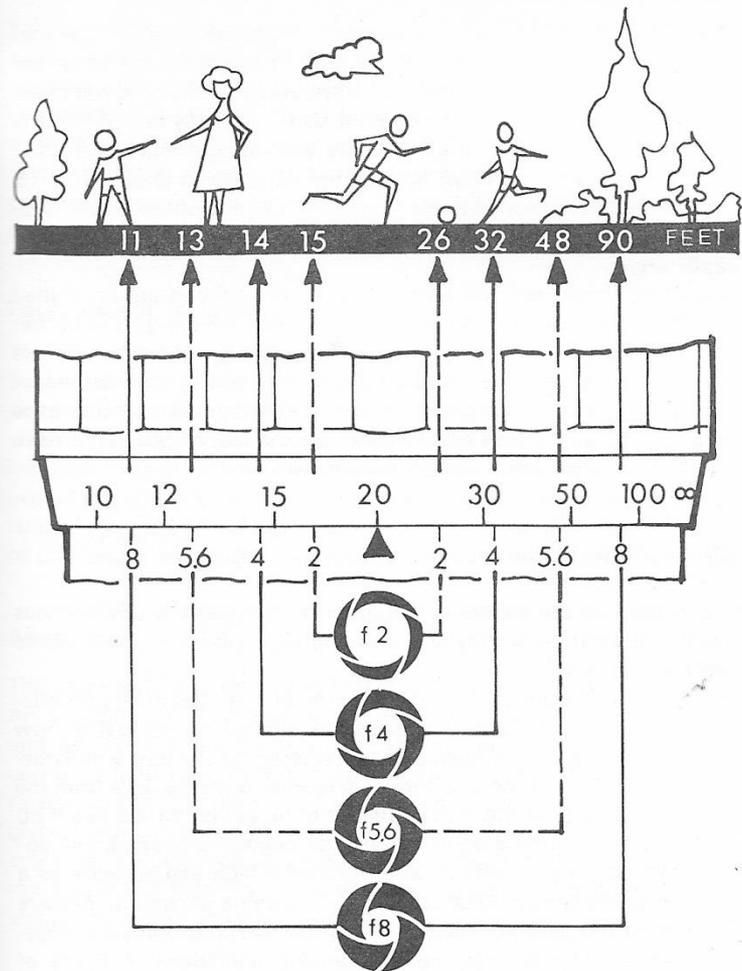


# Aperture

Controlled by your lens

Controls Light and of Depth of Field

Depth of Field (DOF) is the range of distance in a photo that appears to be in sharp focus ... Depth of field is a creative decision and one of your most important choices when composing nature and portrait photographs.



The effect of aperture on depth of field. Here, the camera lens is focused on a subject 20 feet away. At  $f/2$  only subjects within the range 15–26 feet from the camera will be in sharp focus. At  $f/8$ , however, subjects from 11 feet to 90 feet from the camera will be reproduced reasonably sharply. For all practical purposes, the more you stop down the more you increase depth of field.



F 5.6

1/320

ISO 200

Focal length

165mm





DS













2012 05 17



2012 05 17



Can we  
make  
this better?













WHAT'S  
YOUR  
STORY?