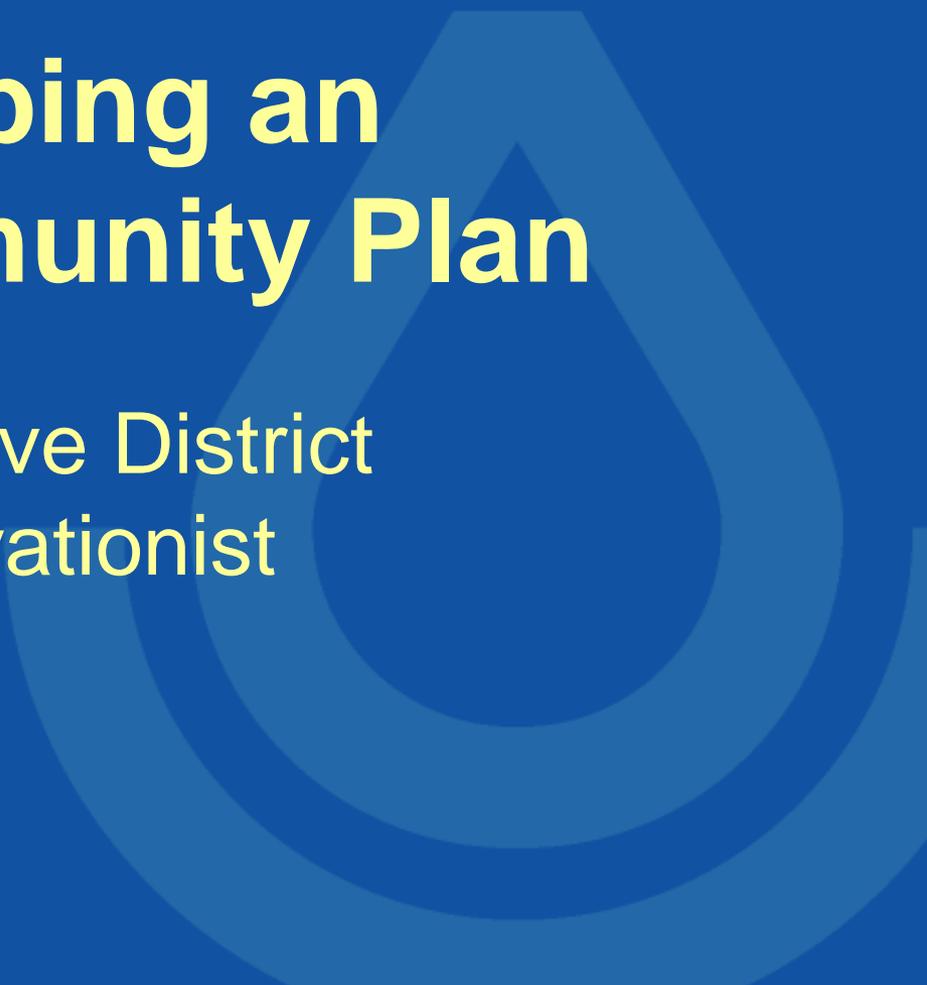


Developing an Area/Community Plan

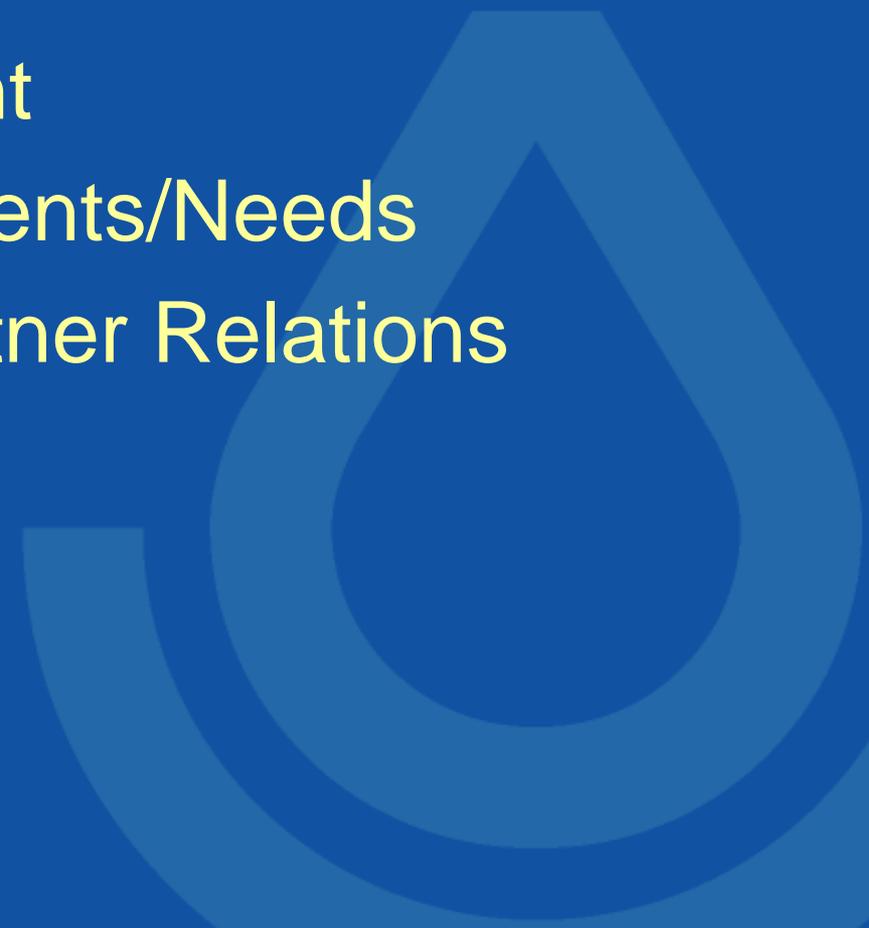
The Effective District
Conservationist



**“If we don’t know where
we’re going, any plan will do.”**

--Peter Drucker

Why an Area/Community Plan?

- Mission and Direction
 - Internal Management
 - Resource Requirements/Needs
 - Community and Partner Relations
- 

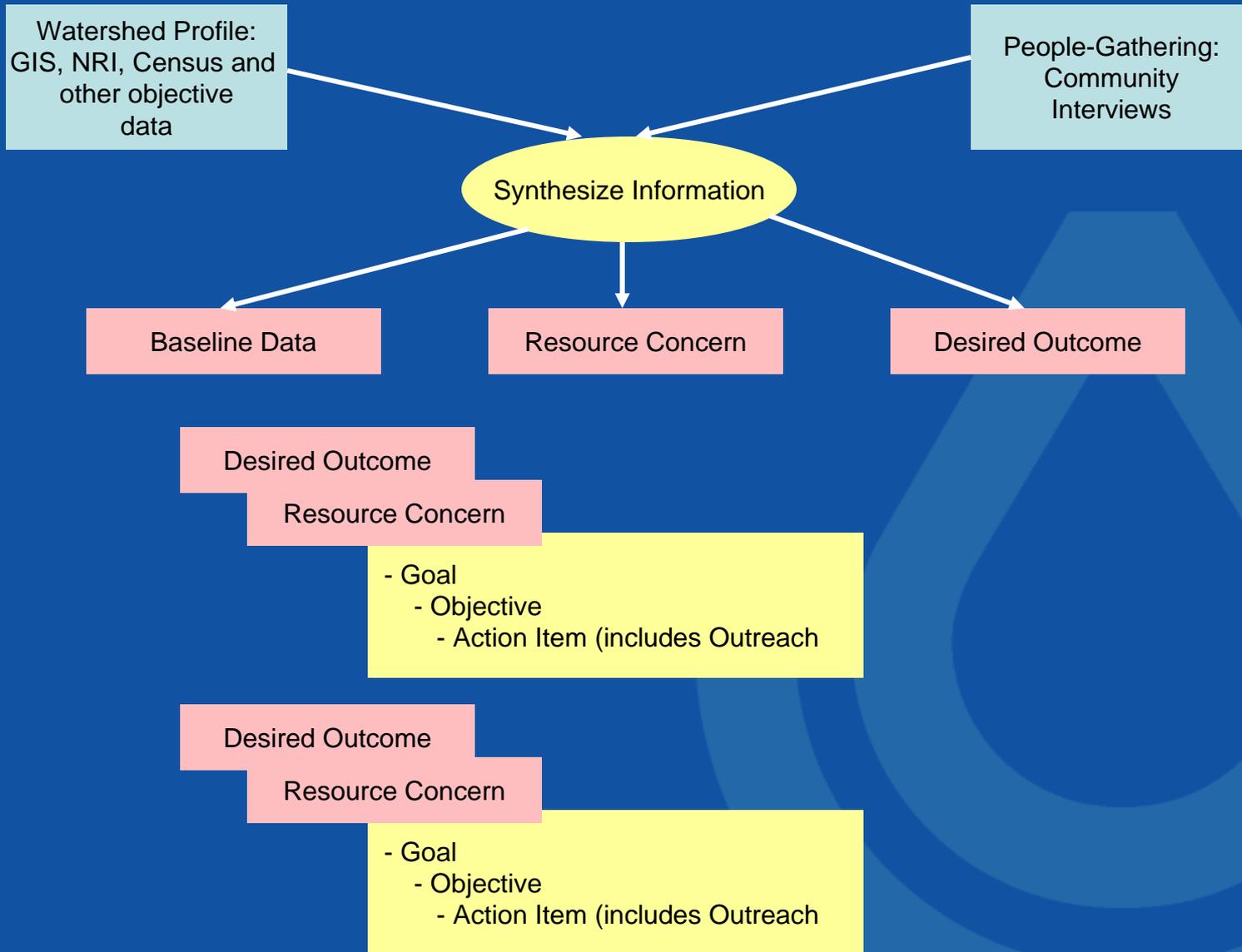
Planning:

**‘what is’ compared with
‘what should be’**

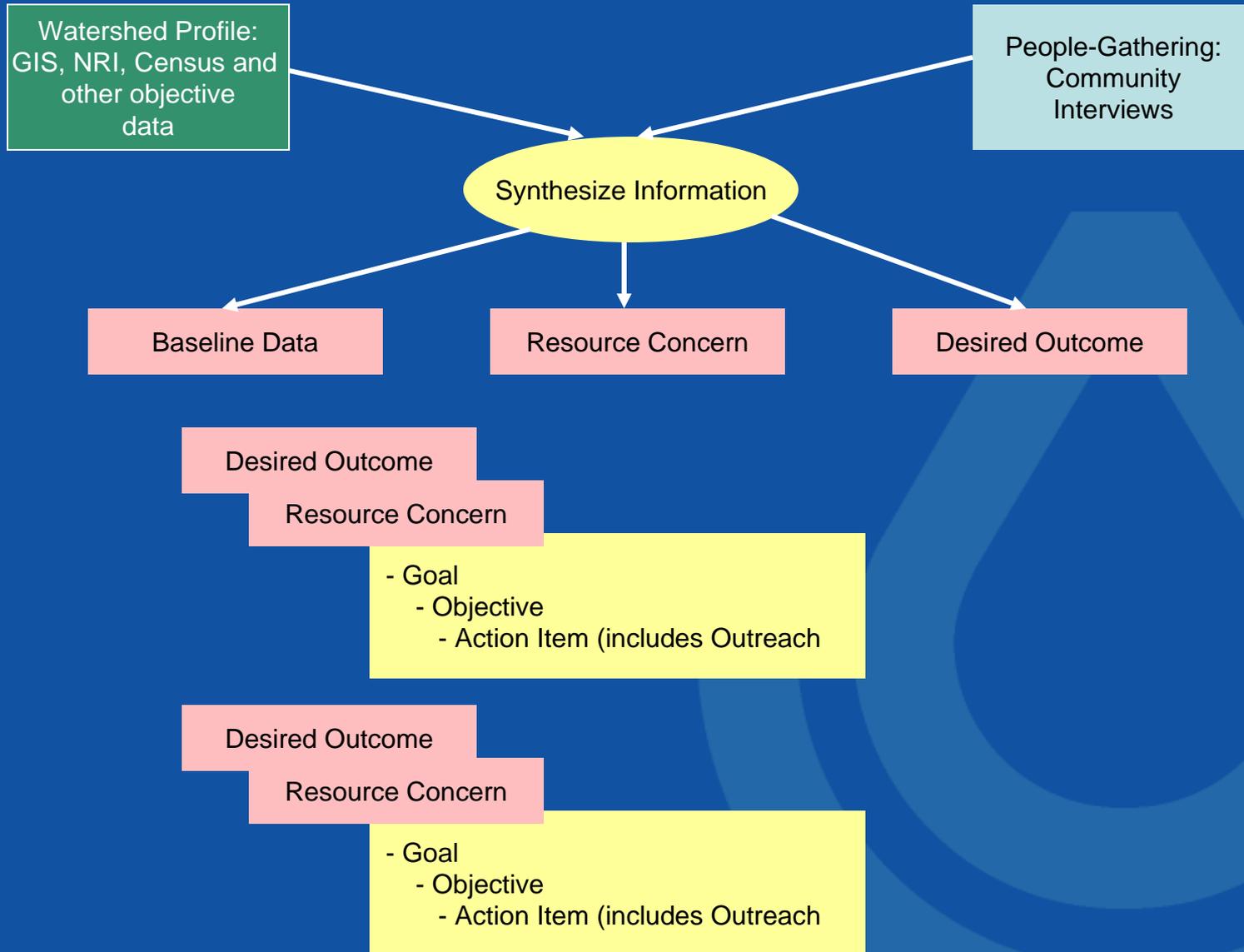
Questions to Answer:

- When is the problem bad enough?
 - At what point are improvements good enough?
 - How much is too much?
- 

Developing an Area/Community Plan



Developing an Area/Community Plan



Full Name... Ed Smith

Job title: District Supervisor

Company: Willow Watershed

File as: Ed, Smith

Phone numbers

Business... 555-555-5555

Home... 555-555-5555

Business Fax... 555-555-5555

Mobile... 555-555-5555

Addresses

Business... 123 Willow Way
Willow, MT 55555

This is the mailing address



E-mail... ed@ed.com

Display as: Smith Ed (ed@ed.com)

Web page address:

IM address:

District's top resource concerns are water quality and stream temperatures on Willow Creek (add to Willow Creek list).

Would like to see improvements in salmon habitat to avoid ESA concerns.

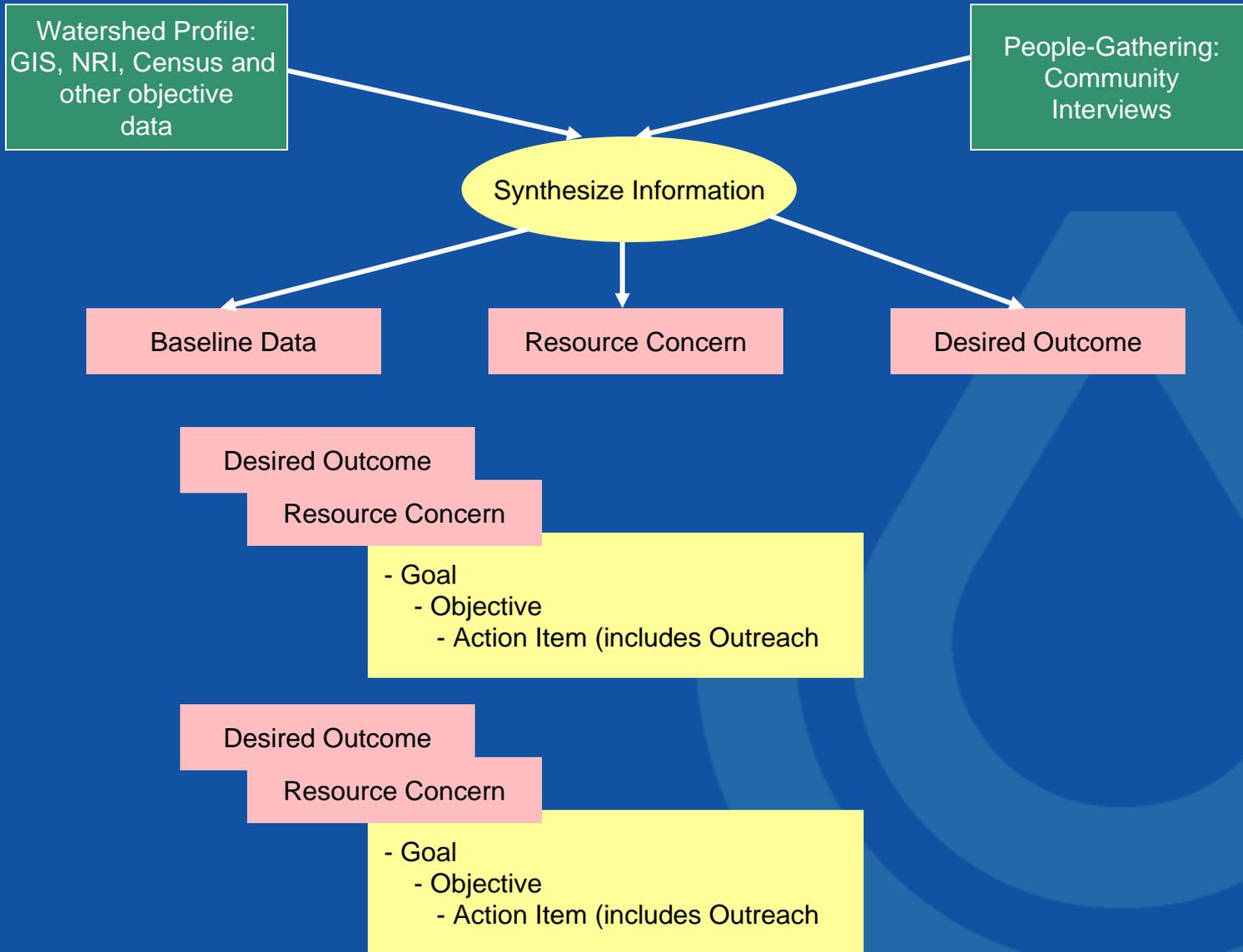
CD gets information from newsletter, local radio, Northern Ag Network

Contacts...

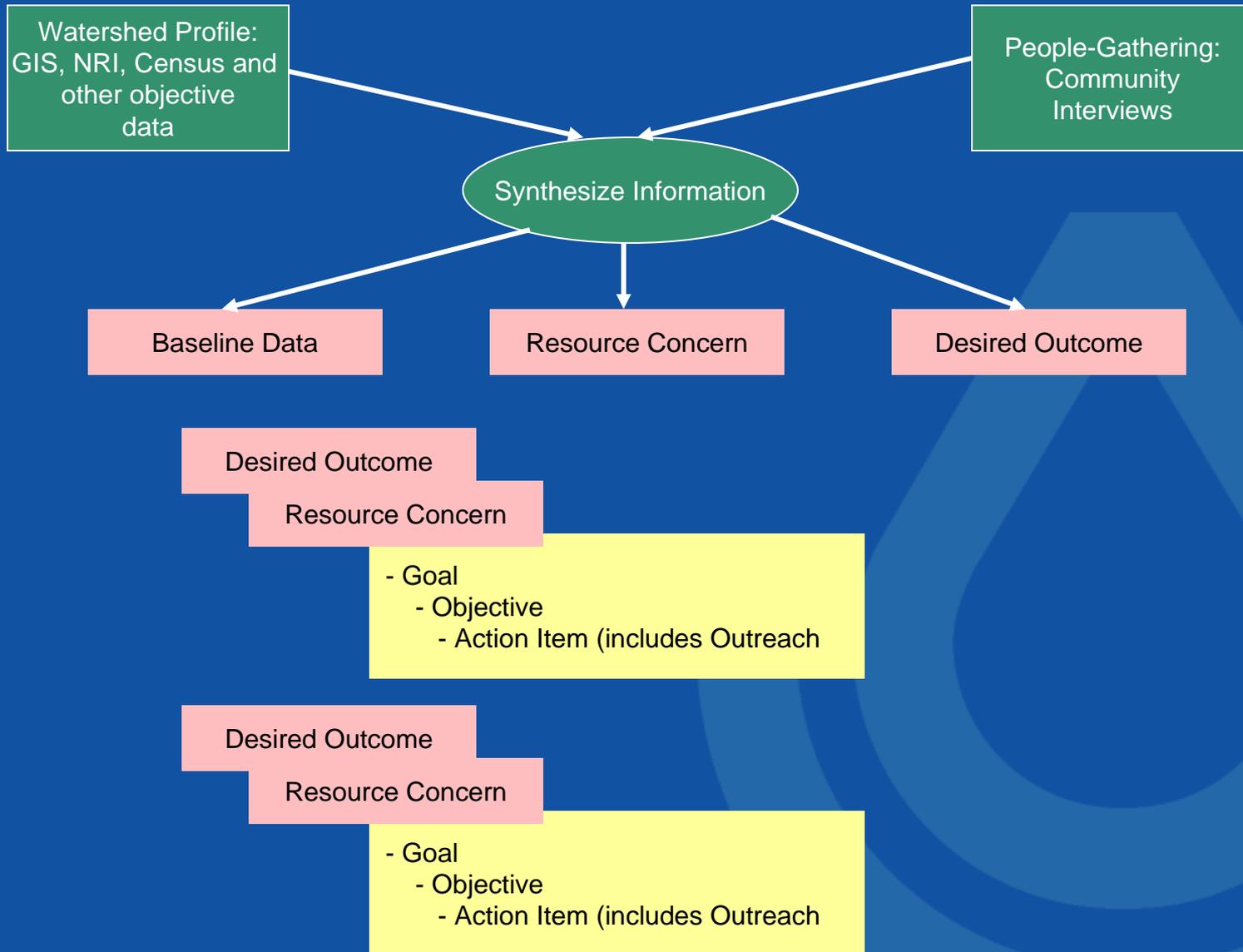
Categories... Business, Key Customer, salmon, VIP, Willow Creek

Private

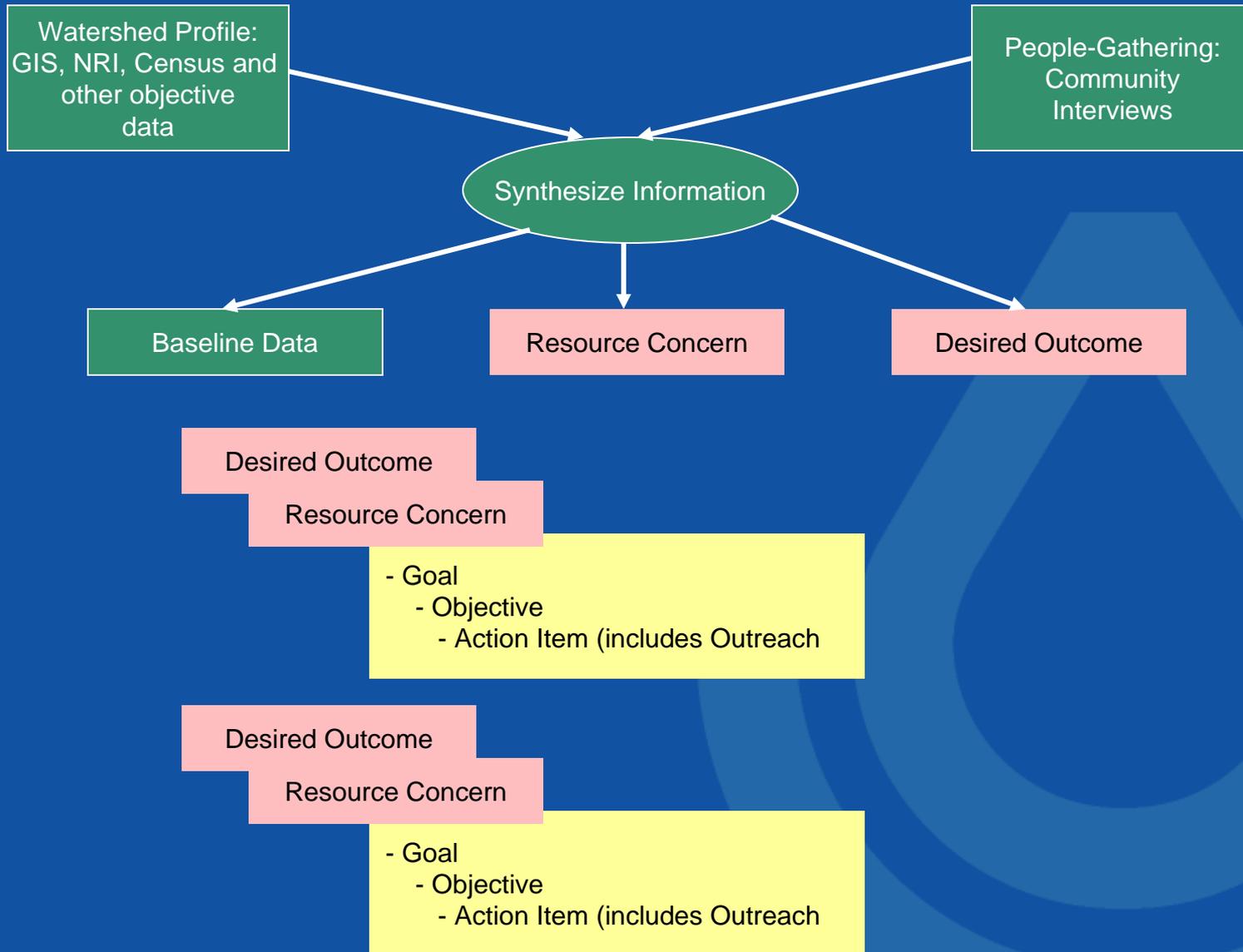
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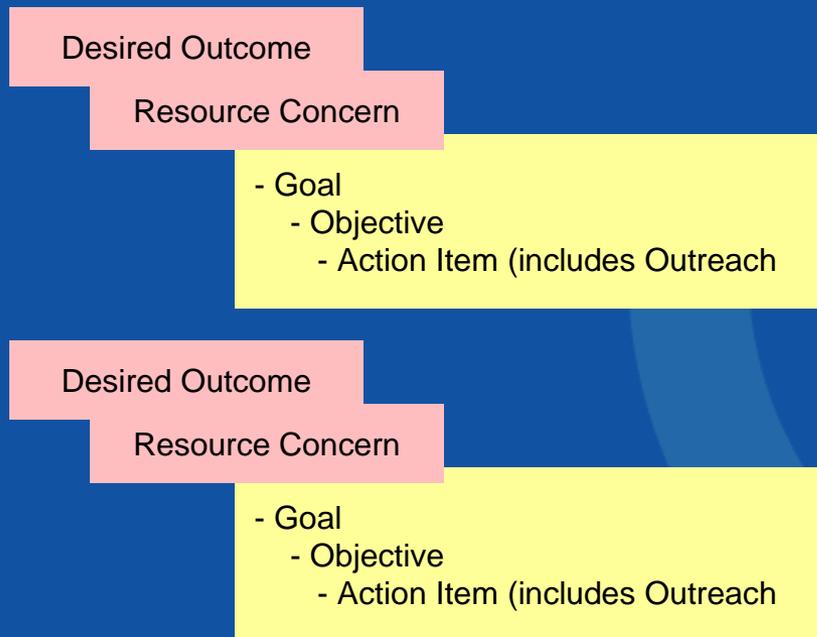
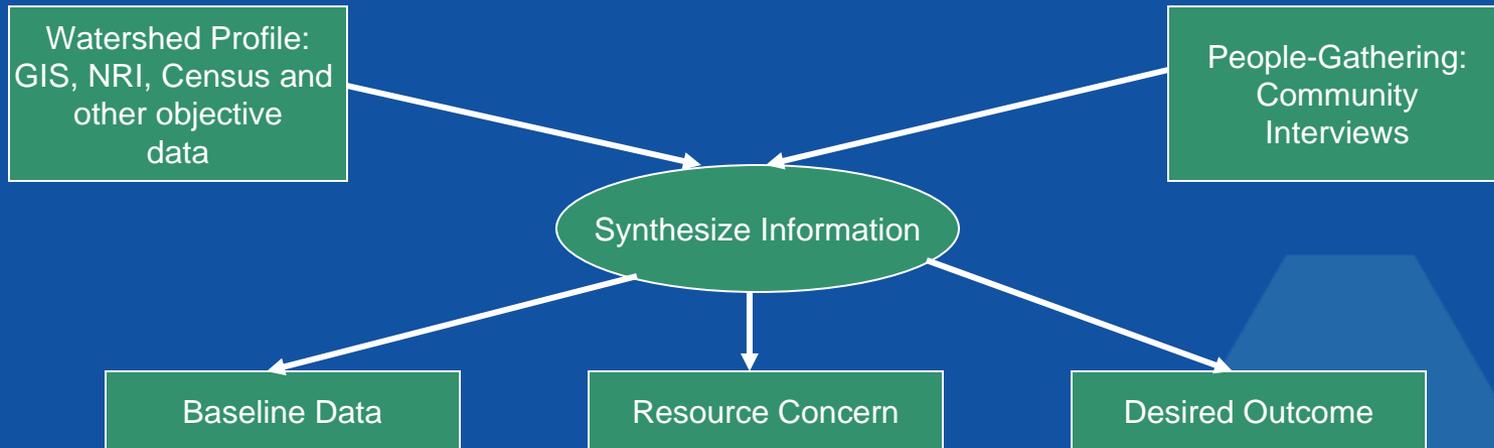
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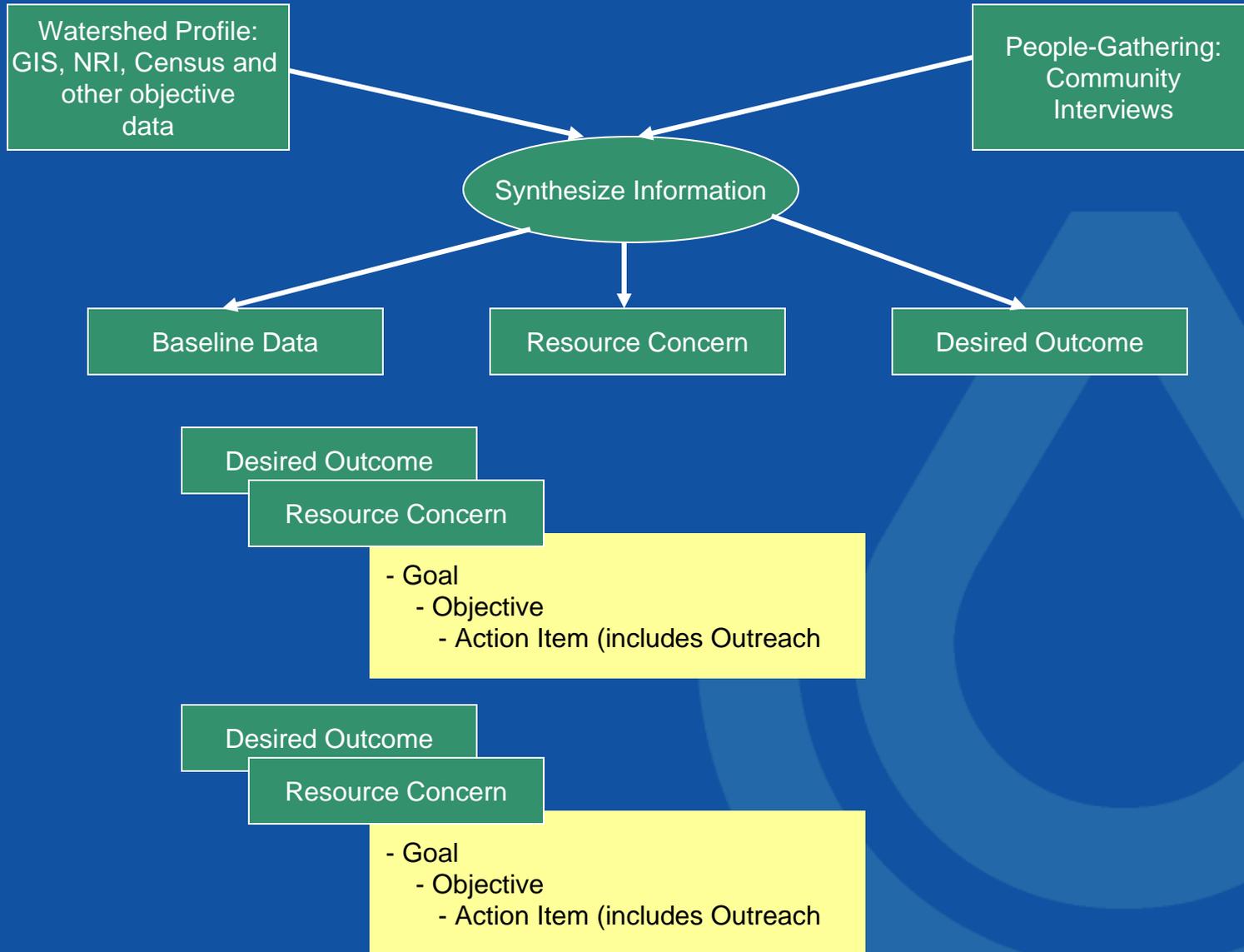
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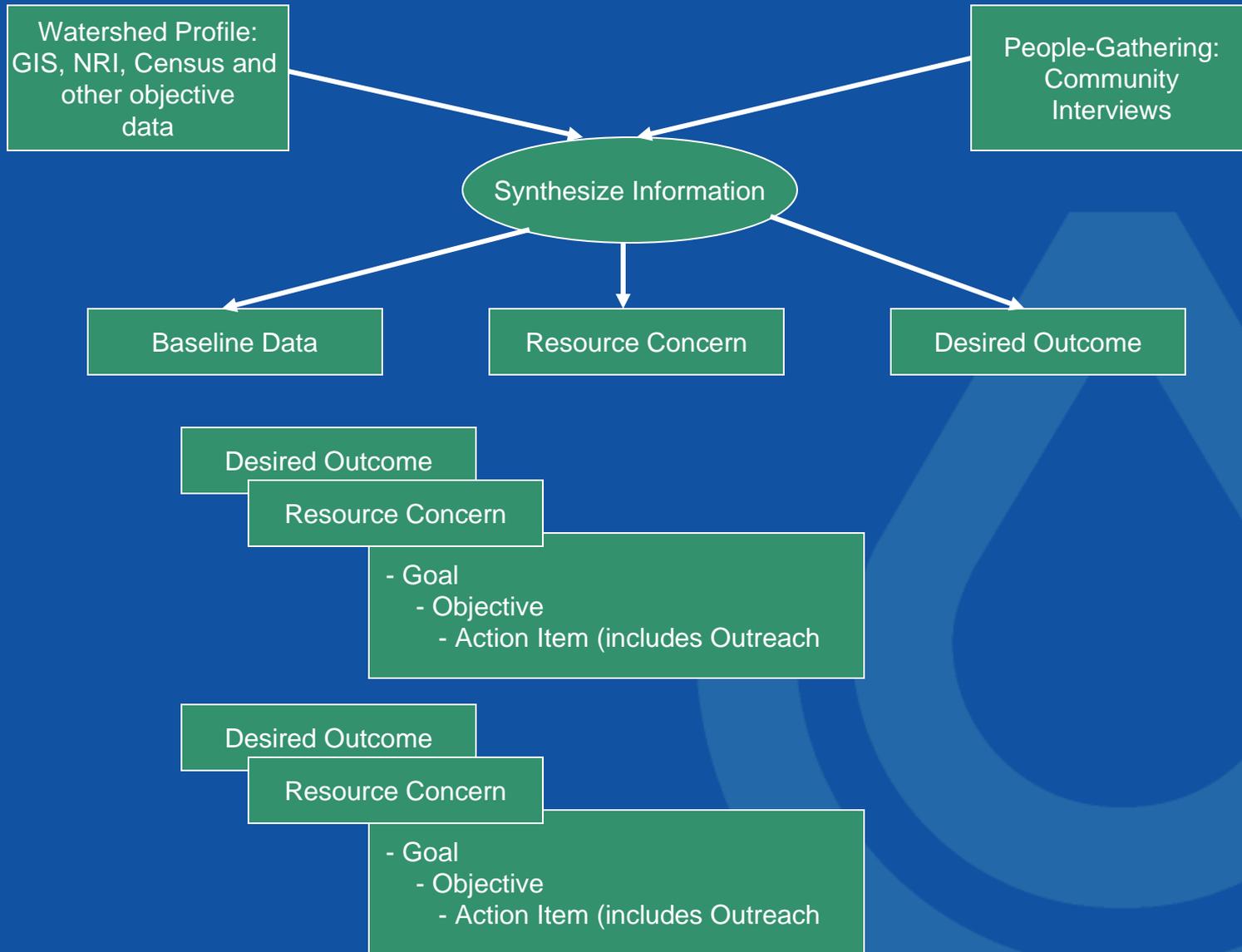
Developing an Area/Community Plan



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Developing an Area/Community Plan



Implementation

- Start with short-term actions
- Give Credit!
- Don't hold too many meetings
- Other Ideas?

