

Francis, Ronald - Salt Lake City, UT

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April 19, 2005

## NRCS CELEBRATES 70TH ANNIVERSARY

Throughout this year, NRCS local and state offices will be celebrating the 70th anniversary of the agency. While we are still developing plans for the Utah celebration, it has already made its way to your pay stub. No, not a deduction, but a note of celebration at the bottom of your pay period 7 statement that will say: "Congratulations to the Natural Resources Conservation Service on providing conservation on private lands for the past 70 years. Thanks you for your dedication and commitment in helping people conserve, maintain and improve the nation's natural resources." The theme is "A Partner in Conservation Since 1935."

While Public Affairs Specialist Ron Francis is coordinating celebration plans at the state office level, each area and field office may want to organize a local event to honor landowners and partners who have been with you over these 70 years. Francis has a few promotional items that may be helpful, such as a 5-minute video, sample news release, PSAs, quotable quotes, a list of celebration ideas, a proclamation, a fact sheet listing conservation milestones, and it is possible to order buttons, if the interest is high enough.

A few ideas to consider: 1) Conduct a tour, event, or ceremony with your local partners--invite the community. 2) Write a newspaper feature story or be interviewed about conservation history and achievements in your community. 3) Tape record oral histories from current and past NRCS employees. Also, tell your story through photos. 4) Plant a tree dedicated to conservation in a public place. 5) Give out awards to landowners, partners, retirees and others at a celebration event.

If any of you have ideas for a statewide event, or want to help plan that event, please contact Ron Francis at 801-524-4557.

## Periodic news reports from NRCS Utah

To see blasts from the past go to [e-Blast archives](#)

### **Sylvia Gillen, State Conservationist, Natural Resources Conservation Service**

125 S. State St., Salt Lake City, UT 840138; (801) 524-4550; 801-524-4403 (fax); [www.ut.nrcs.usda.gov](http://www.ut.nrcs.usda.gov)

To submit news items or subscribe/unsubscribe to the mailing list, contact NRCS Public Affairs Specialist Ron Francis at 801-524-4557; [ron.francis@ut.usda.gov](mailto:ron.francis@ut.usda.gov)

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