

VLAWMO

2007 Watershed Summit

October 11, 2007

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Watershed Improvement Tools

0. Data collection/analysis - to develop remedies

1. **Education:** awareness to change practices

2. **Funding:** for restoration projects

3. **Regulation** to compel restoration or preservation

4. Data collection – to measure progress



Watershed Success requires:

1. Care

2. Competence

3. Communication*

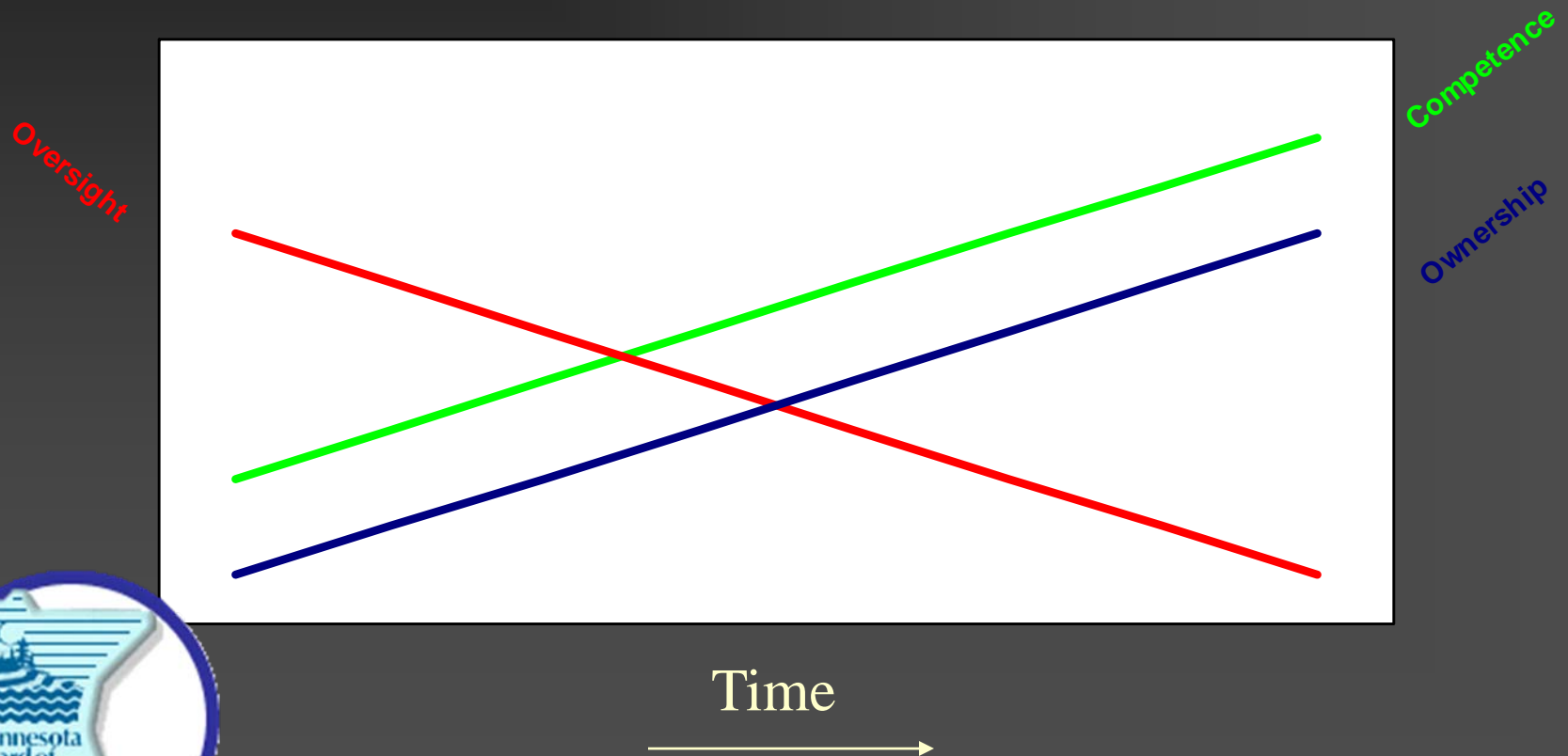
4. Follow-through



Communication Strategies

- Develop communications vehicles that both inform and engage citizens when they most want information
- Design communications vehicles to explain why decisions are made, not just what was done
- Create opportunities for citizens to better understand and participate in decisions
- Above all, residents value the quality of life in your Watershed – tell them how you positively affect that.

Environmental Protection Programs



Potential VLAWMO (Advertising) Slogans

"We bring good things to life."

GE (General Electric)



"All the news that's fit to print"

The New York Times





"Connecting people."

Nokia



"You've got questions, we've got answers."

Radio Shack

"The most trusted name in news."

CNN



"Just do it"



Nike, Inc.

"You're in good hands."

Allstate Insurance

"We make money the old fashioned way
- we earn it."

(...but we would much prefer levy authority)

Smith Barney

"From the Land of Sky-Blue Waters"

Hamm's Beer



"Like a rock"

Chevrolet Trucks



"Be all you can be"

US Army



"We don't make a lot of the products you buy. We make a lot of the products you buy better."

BASF Corporation

"The toughest job you'll ever love"

Peace Corps

"Kills Bugs Dead"

Raid

