

Voices of the Land

Why Landowners Do... and Don't... Control Runoff from Their Property



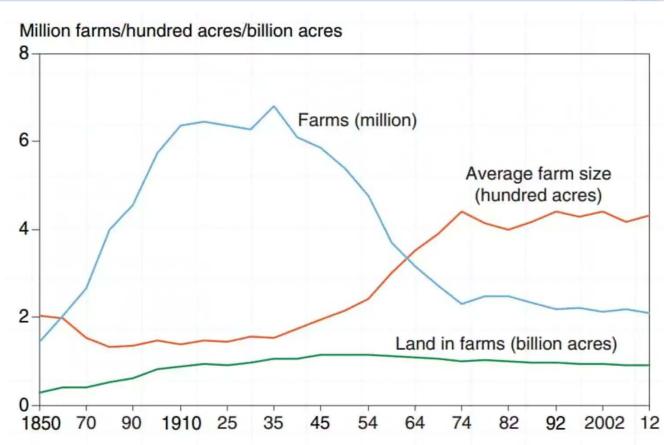






Statistics, charts, and graphs can tell you a story if you're quiet and listen.

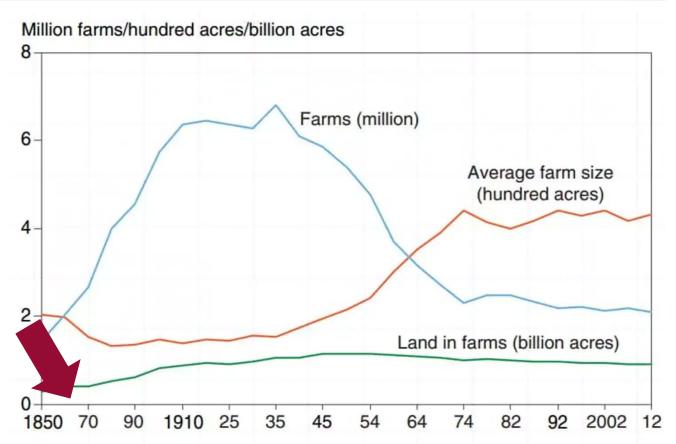






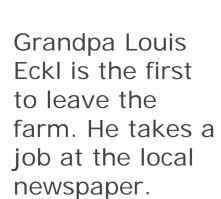


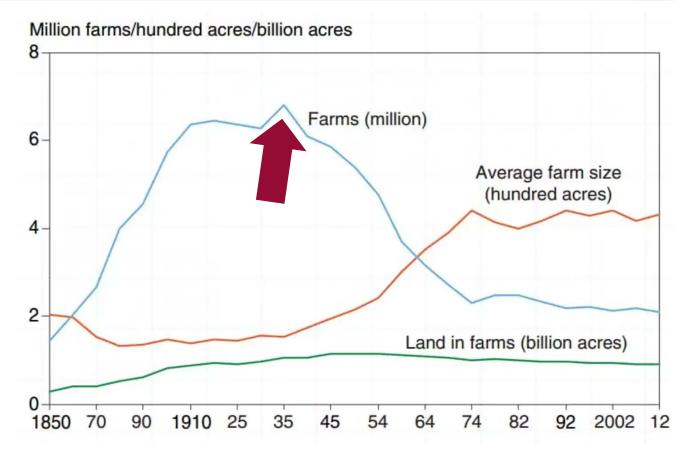
Ancestral Eckls
move from
immigrated from
Germany to
Pennsylvania,
and the
relocated to
Alabama soon
thereafter



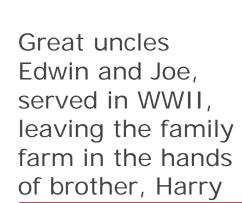


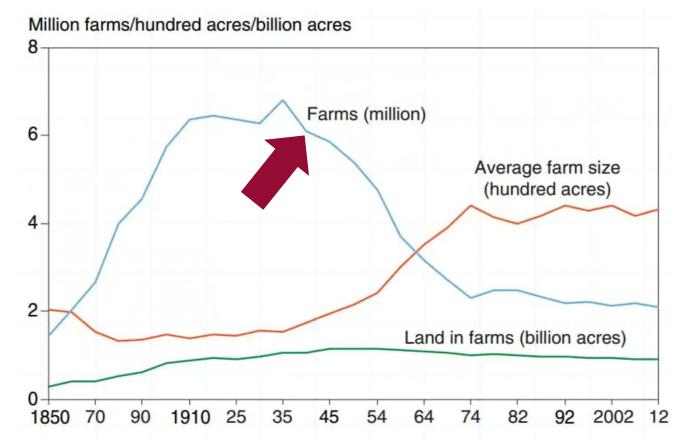




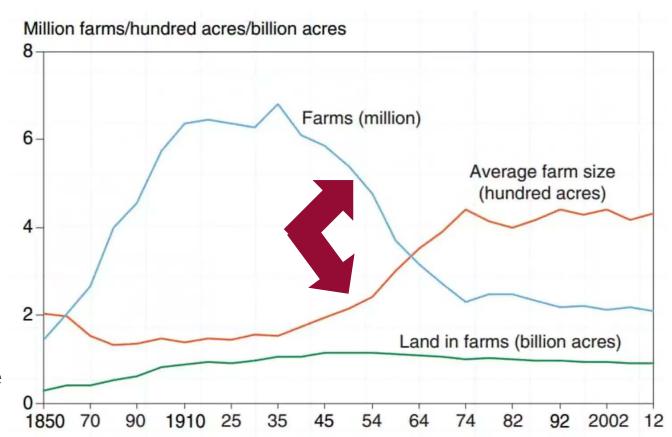












Great Uncle Harry invested in machines which he used farm more and more land.

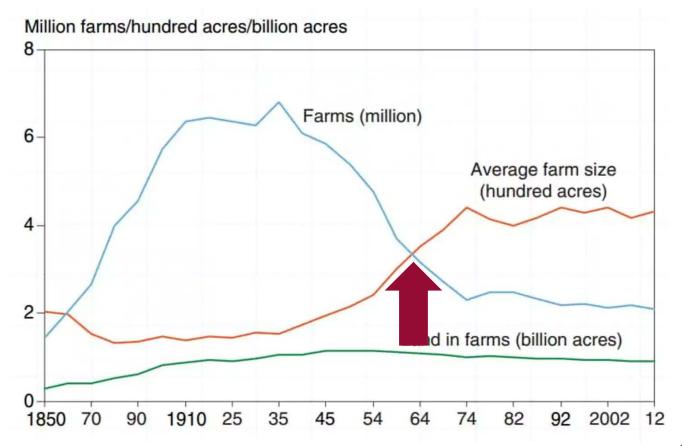




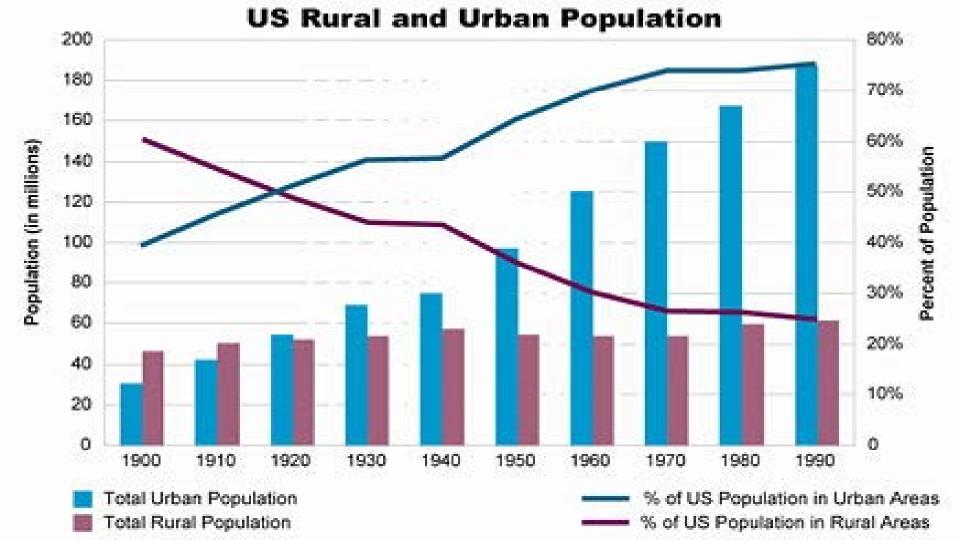




Wray Eckl (my dad) leaves his family back in rural Alabama and heads to the booming big city of Atlanta























The polluters in those stories aren't evildoers — they're us!

To deal with with runoff we must offer education, encouragement, assistance, and recognition to landowners who volunteer to improve their property

"What happens on your property affects the lake—whether you live along the lake or miles from it."











RiverSmart Homes













Challenge #1: It's hard for the average homeowner to understand these practices, or how make a difference for waterways



Meeting Challenge #1: Show how the practices benefit the homeowner first, and how they benefit the lake second





Challenge #2: The practices aren't easy DIY or cheap

Billionaires

Leadership

Consumer

Life

Industry

98,861 views | Jan 6, 2016, 06:42pm

63% Of Americans Don't Have Enough Savings To Cover A \$500 Emergency



Maggie McGrath Forbes Staff

Innovation

f The car brakes go on the fritz. The refrigerator stops refrigerating. The dog gets his paws on a batch of chocolate chip cookies and earns himself a trip to

the vet ER.

These are just three of any number of things that could go wrong during the



Meeting Challenge #2: Offer cost-share and technical assistance — preferably through contractors



It's raining rebates!

RainScapes rebates and now a maximum of \$7,500 for residential properties

Plan your RainScape



Challenge #3: Indecision



Meeting Challenge #3: Urgency & Scarcity



Meeting Challenge #3



TRADE IN. TRADE UP. GET \$10.



Be one of the first 100 to bring us the empty bag from a branded competitor's feed, complete the consumer reply card & we'll give you 10 bucks off our Purina® Horse or Poultry Feed.

*Offer valid between November 1 – November 30, 2013

Consider most fring in a compartor whose DAT programs (Mill and in Considerate Plants) Seed to receive the discount. Millioner CO thinks are transferred to the substance of the

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The court of \$25 of all places and in parties that products, up to a recommendation of \$25 per framework procedure, we included complete that design of a recognitive publication and the present of the completely filled and

\$1,000 PERSON (spine laters) Drings (All Junes) Admin of Contino (All District) Park Same (All District) Contino (

Meeting Challenge #3





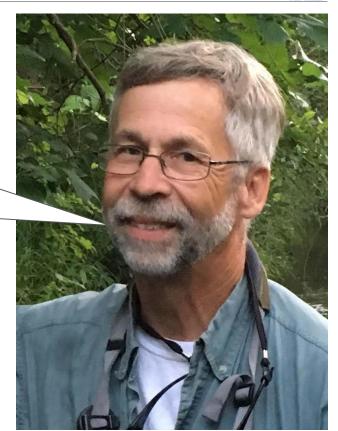


Challenge #4: Juggling (and Nudging) Multiple Prospects

In Their Own Words



Most sales in agribusiness take 5 calls, and most people doing the selling stop at 3



Greg Potter

Trout Unlimited





Challenge #4: Use professional sales attitudes, techniques, and tools







5,000 and counting





9,000 and counting





4650 and counting

Best of Luck With Your Work Going Forward!