Challenges
Strength – + Local Grassroot & Producers who actually put SWC into Practices

"Farmers are First environmentalist" – Focus on that objective
- Understands Practices That impacts Water Quality & Soil Cons
- Only Organization That has Soil & Water issues as primary Focus

Challenge – Public Perception of Farming Practices

People and Relationships

Programs need more Direction from State

Sustain ASSE funding to meet needs

Partners < needs

Time spent fundraising

ASWCD \ communication would better with steve

- People think NRCS + SWCD one in the same
- Recognize chairman of AG committee who is SWCD? Lobbyist need to contact
- Local control how money spent
- Projects need to be addressed that have been completed
- Benefits of projects to community + state
- Signage for projects in high traffic areas

Strengths	Challenges
- Local presence	- sustainable funding (a challenge also)
- Diversity among SWCD programming →	- a central mission/brand
- partnerships	- IDOA : FB telling us we need to change, other groups appreciate & want our local presence
- Skillset	- DO we serve too many masters? Are we serving the right ones for our benefit?
- address local concerns, connect w/local communities	

- locally lead organization
- meet the needs of the District
- identify those needs
- diverse group

Challenge is funding
The Act needs more

Strengths

Challenges

- Directors who may be out of touch

MARKETING AND Telling our STORY
GETTING THE word OUT
CHANGE our IMAGE
NOT GOVERNMENT