



Conservation That Works!™

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Lumberjack RC&D Council
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MISSION

Lumberjack Resource Conservation & Development Council, Inc., a multi-county, nonprofit in Northeastern WI, strives to enhance area natural resources, promote a higher standard of living and improve the quality of life for area citizens by fostering partnerships between public and private sectors and strategically investing in area natural resources.

VISION

Sustainable Resources for Vibrant Communities

TAGLINE

Conservation That Works!

BRAND PRINCIPLES

Ambition

People want a healthy environment and a healthy economy.

Mandate

Lumberjack RC&D helps create a better place to live and work through projects that are grounded in well-accepted principles of conservation while encouraging sustainable economic growth.

Promise

Bringing people together and helping individuals to achieve better living in a healthy environment.

Values

- **Knowledgeable resource.** We provide staff expertise and experience in applying science-based conservation practices.
- **Flexible partner.** We work effectively with others in both the public sector and in private enterprise.
- **Balanced solutions.** We promote solutions that balance the need for a healthy environment with development of a healthy economy.
- **Local answers.** We believe the economic and resource conservation challenges we face in Wisconsin can be best addressed by people here.
- **Non-partisan, nonpolitical.** We believe that solutions are better found through consensus and an understanding of science rather than through partisan or political ideology.

