



*Conservation That Works!*

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.

