



# Voices of the Land

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



WATER WORDS  
THAT WORK







Lauderdale County, Alabama

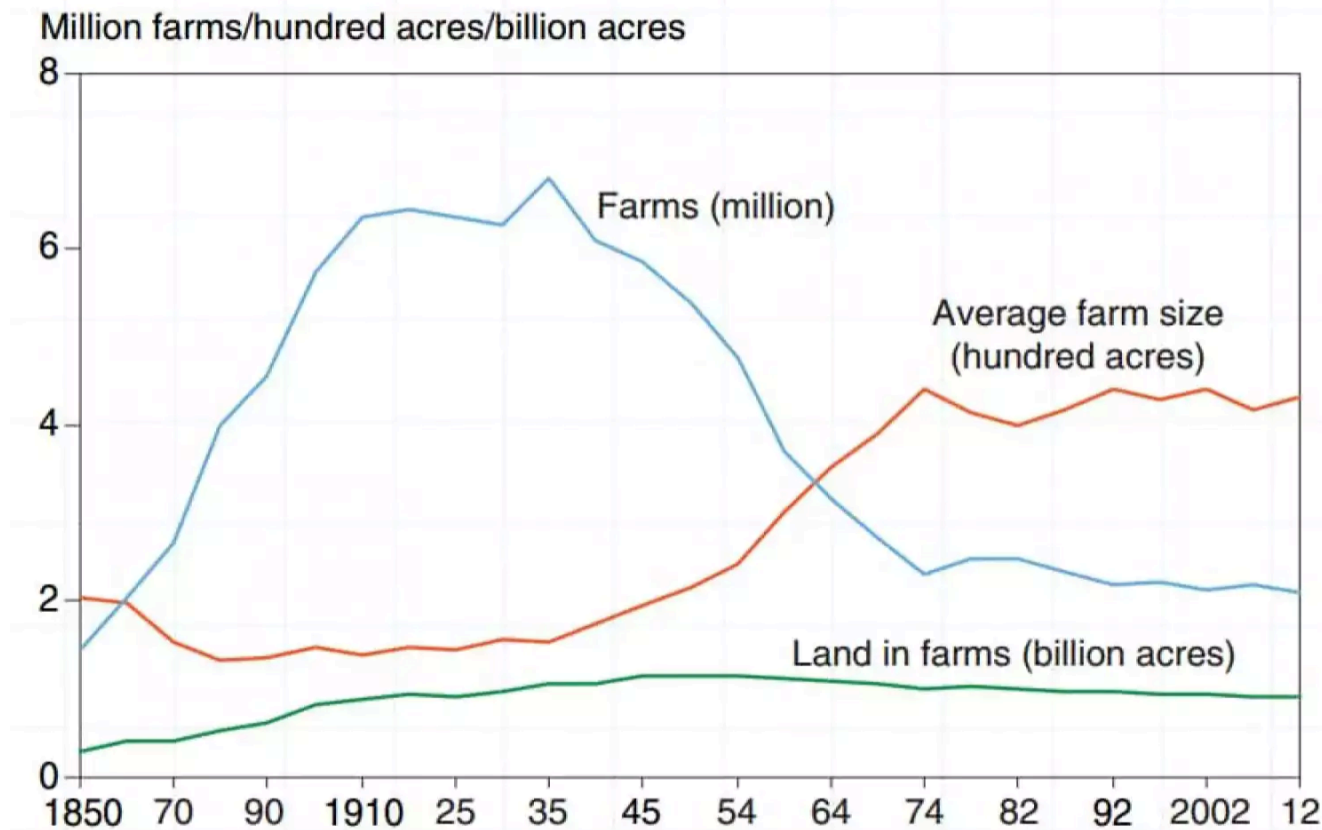


Wilson Lake



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

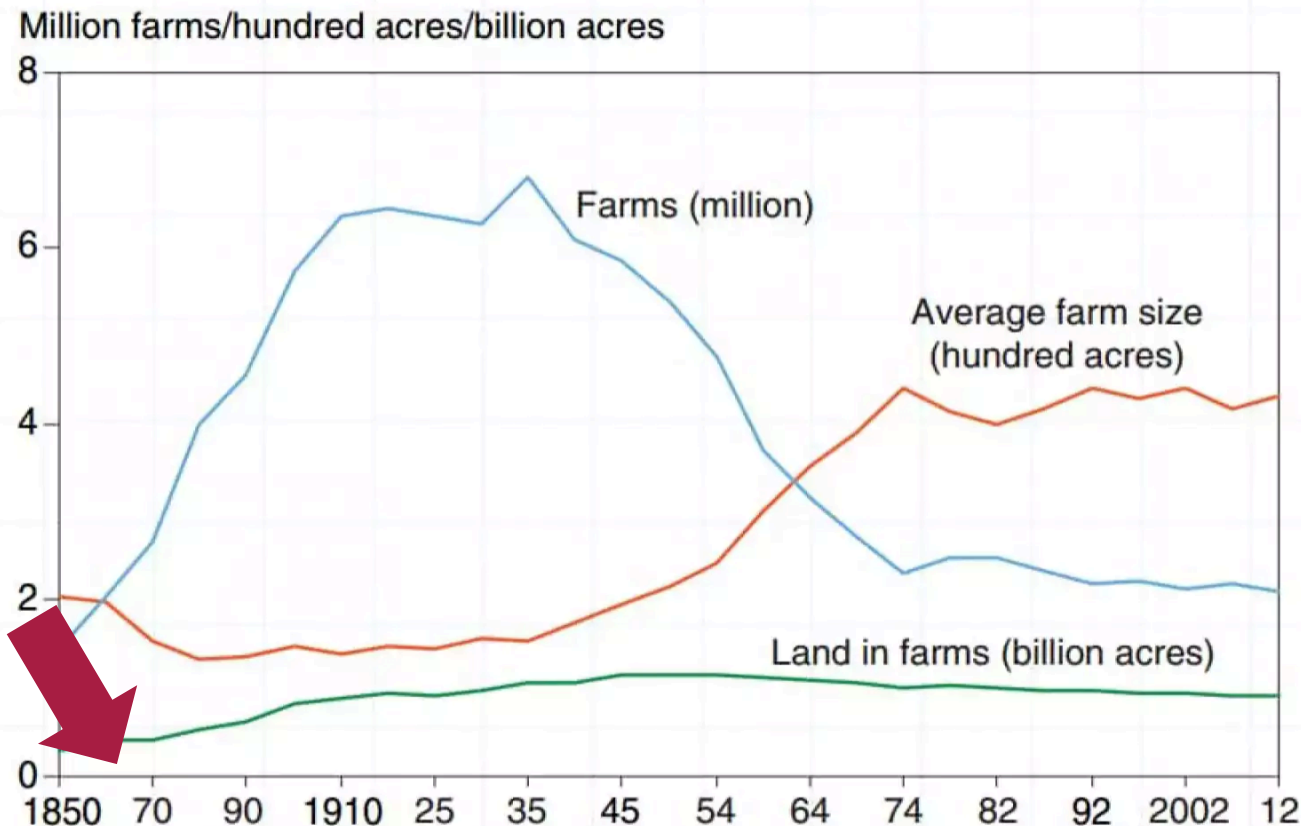
# Meet America's Rural Landowners





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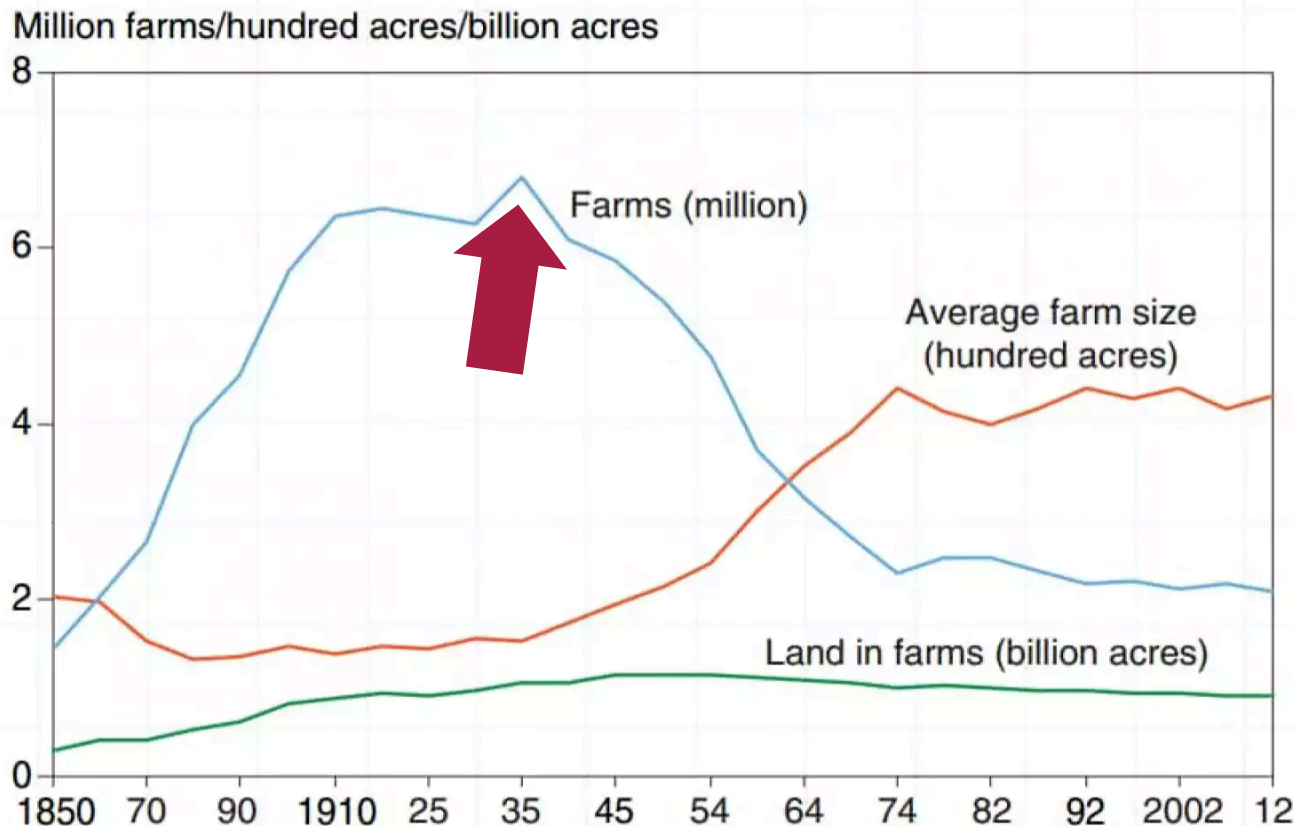
Ancestral Eckls  
move from  
immigrated from  
Germany to  
Pennsylvania,  
and the  
relocated to  
Alabama soon  
thereafter







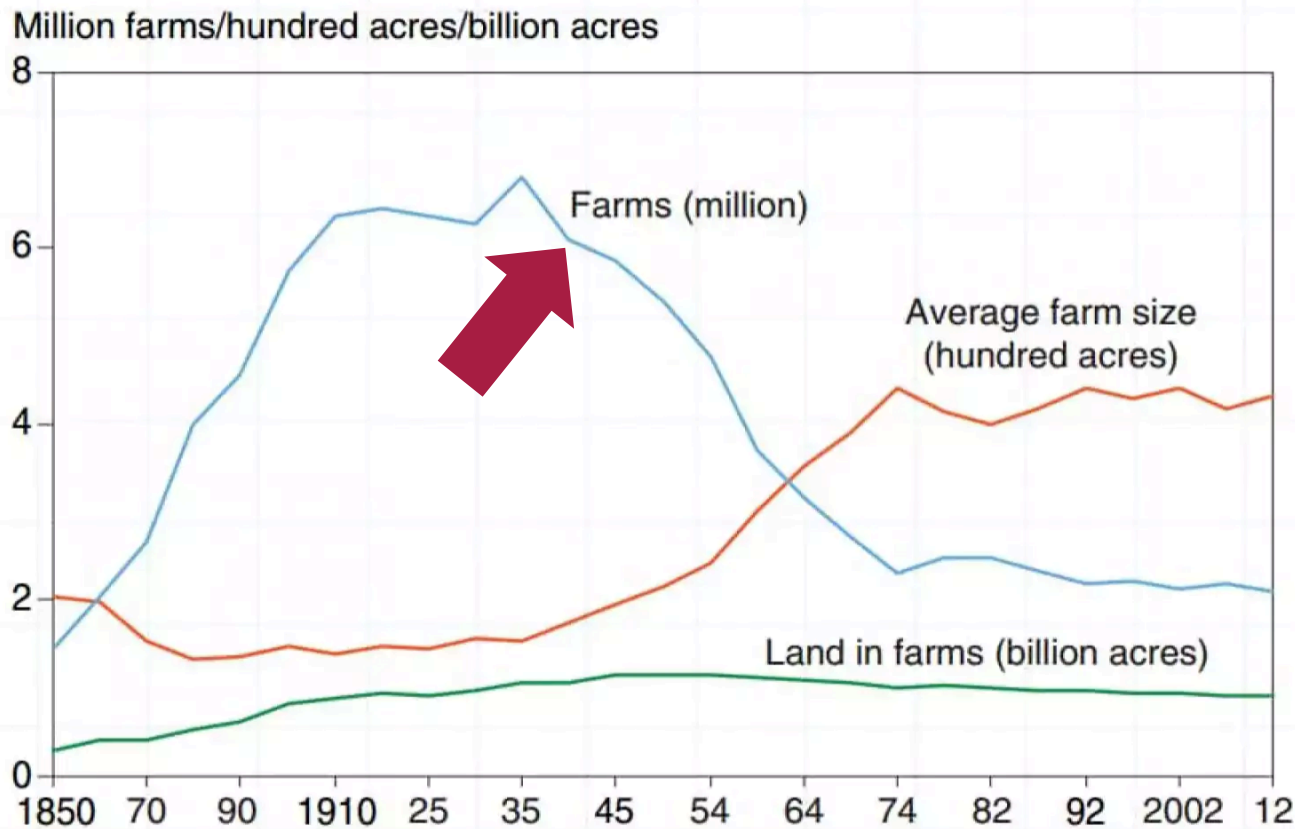
# Meet America's Rural Landowners



Grandpa Louis Eckl is the first to leave the farm. He takes a job at the local newspaper.

# Meet America's Rural Landowners

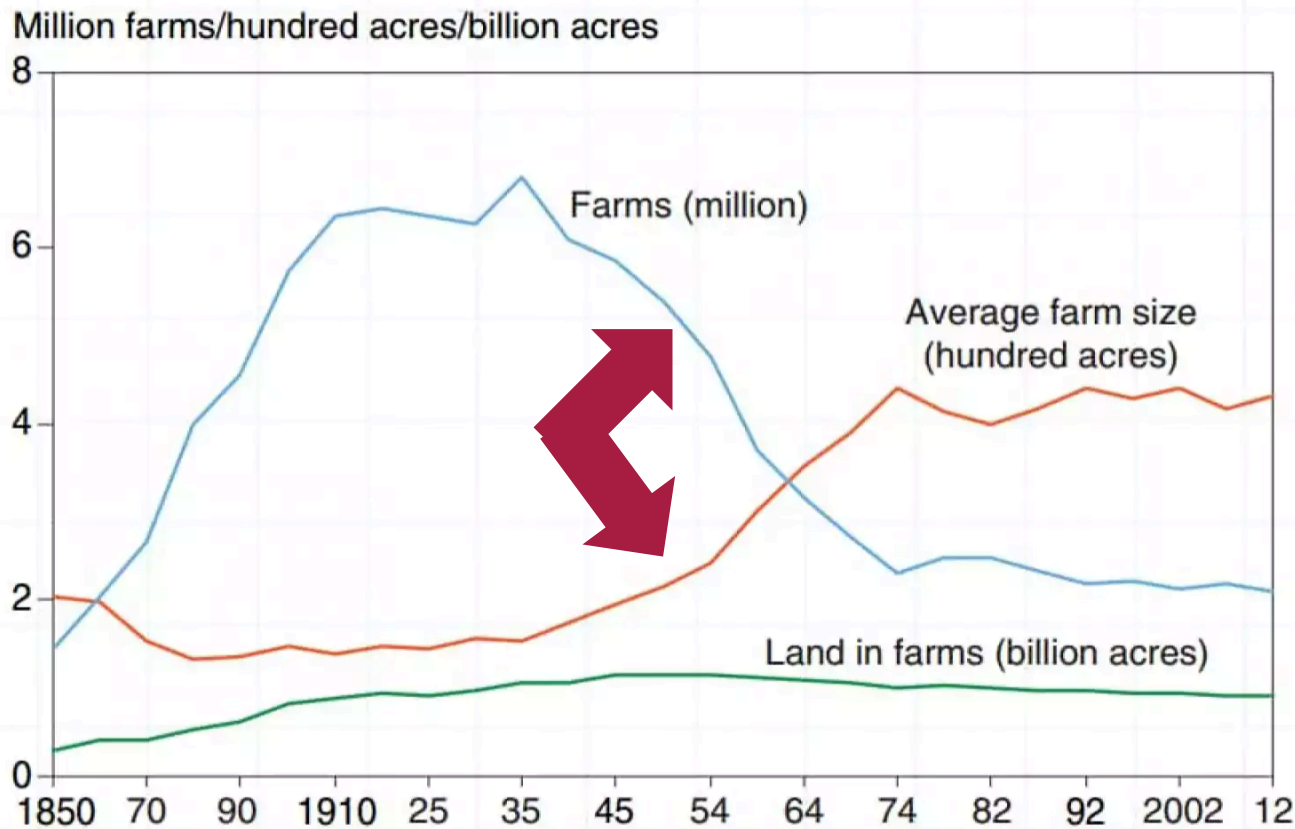
Great uncles  
Edwin and Joe,  
served in WWII,  
leaving the family  
farm in the hands  
of brother, Harry





# Meet America's Rural Landowners

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









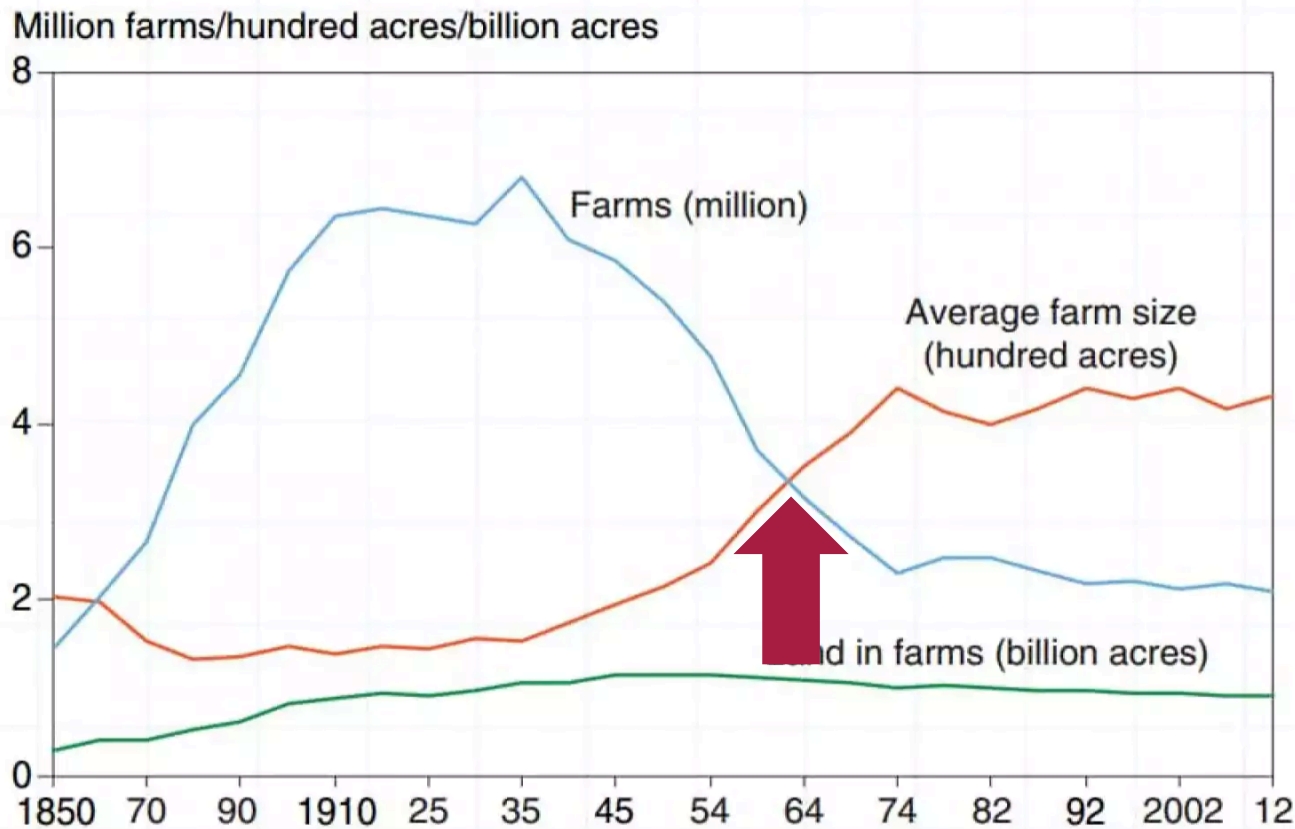
## Rural Runoff





# Meet America's Rural Landowners

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



*Atlanta's Population Now*

4

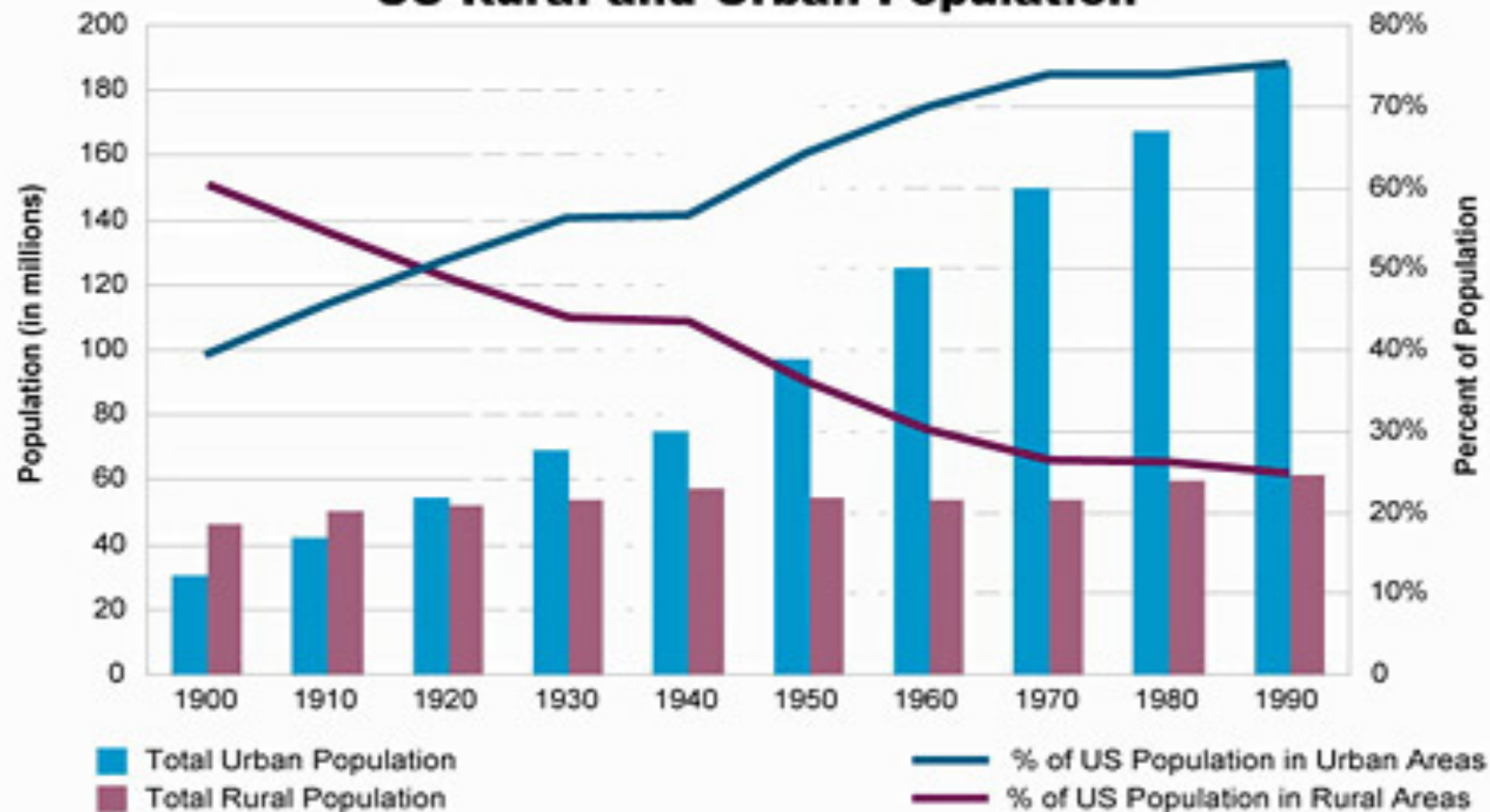
123

991

2025

*The  
Darlington  
Apartments*

# US Rural and Urban Population











Urban & Suburban Runoff







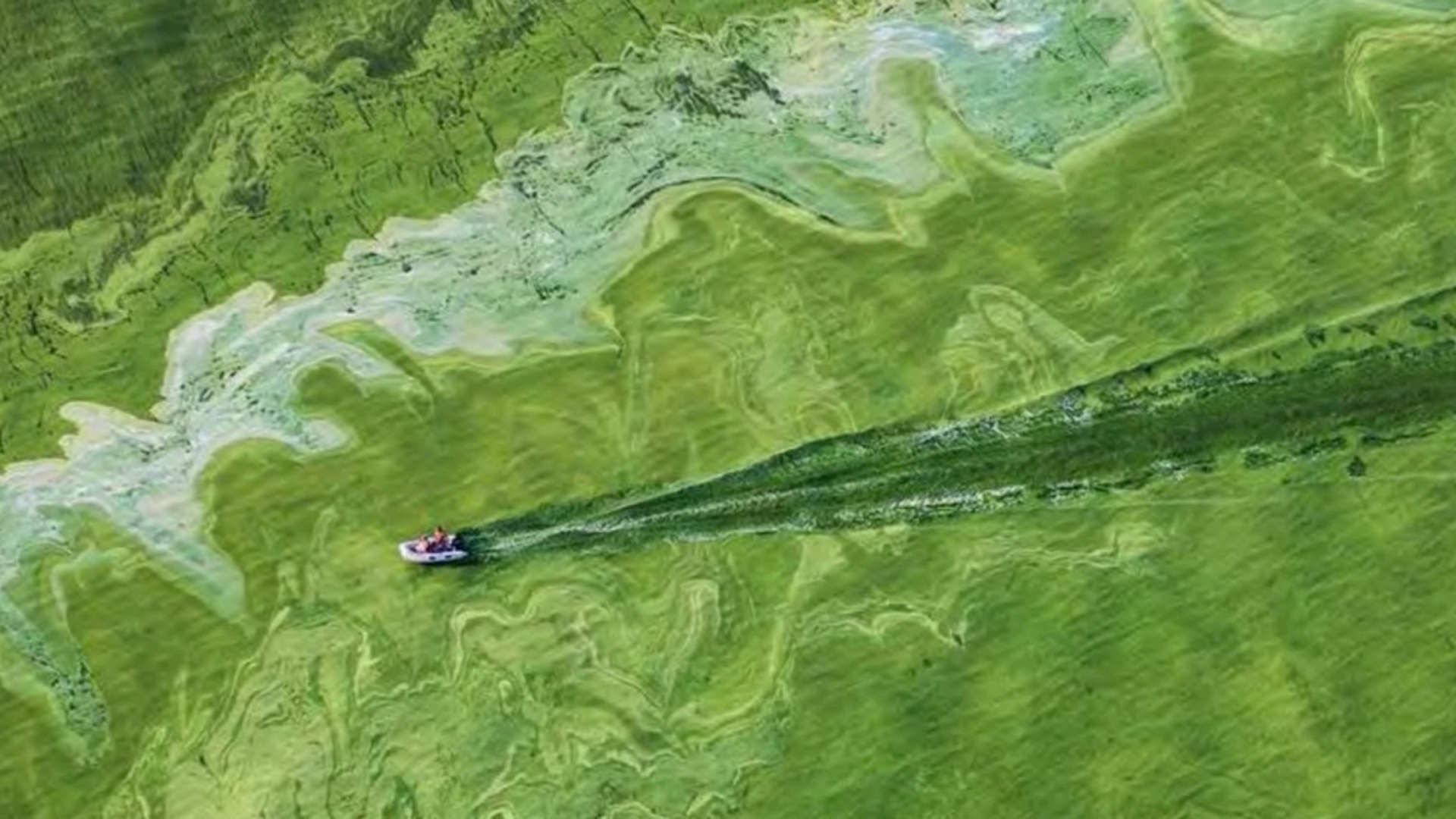












The polluters in those stories aren't  
evildoers — they're us!



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."*

**LakeSmart**



**Award for  
lake-friendly living**

[www.nhlakes.org](http://www.nhlakes.org)





Dripline Infiltration Trench





Camp  
Patrol

Driveway Infiltration Trench



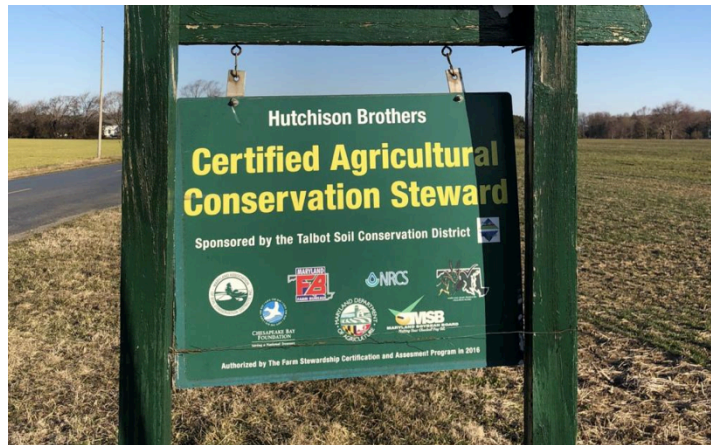


Dry Well





Rain Barrels





## Challenge #1:

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



Where They Think Pollution Comes From

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





**Drainage Problem**



**Drainage Solution**



Oysters Side By Side

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



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



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



Expensive contractors or daunting DIY?



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



Rebates are obvious

**It's raining rebates!**  
**RainScapes rebates are**  
**now a maximum of**  
**\$7,500 for residential**  
**properties**

**Plan your RainScapes**





Offering cost share to contractors may be even better

# Challenge #3: Indecision





Am I indecisive?  
Let me ask my wife  
what she thinks and  
I'll get back to you.

All too often, it goes like this

# Meeting Challenge #3: Urgency & Scarcity





# Meeting Challenge #3

# TRADE IN. TRADE UP. GET \$10.



## PURINA

**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**

Consumer must bring in a competitor's bag AND completely fill out a Consumer Reply Card to receive the discount. Maximum \$20 discount per household. 1 bag of horse feed and 1 bag of poultry feed only. More than two submissions per household, one horse and one poultry, will not be eligible for the discount. One Consumer Reply Card must be completely filled out to receive the discount. Incomplete cards (not all sections filled in) will not be eligible for the discount and the Purina Dealer will not be reimbursed for discounts provided for incomplete cards.

COMPETITOR'S BAG MUST BE a complete branded feed larger than 40 LB, not treats, scratch, grains, hay or supplements. A competitor feed bag constitutes a 40 LB or 50 LB formulated horse or poultry feed that is designed to be fed only to horses or poultry for the expressed goal of meeting the daily nutritional requirements of the animal.

Discount is \$10 off of eligible horse and/or poultry feed products, up to a maximum discount of \$20 per household, provided, two branded complete feed bags of a competitor are submitted and the consumer card is completely filled out.

ELIGIBLE PRODUCTS: Equine Senior®, Strategy® GK, Layena® Pellets or Crumbles (40 LB or larger), Fleck Raiser® (40 LB or larger), Layena® Plus Design D (40 LB or larger). No substitutions. Not valid with any other offers or coupons. Only valid at participating Purina Dealer locations. Offer valid for the first 100 consumers per participating Dealer location only.



# Meeting Challenge #3

*Tractor Supply Co.*  
**THANKSGIVING SALE**

**NOVEMBER 23-27**  
Local Store Hours:  
WEDNESDAY: 7am-9pm  
THURSDAY: Stores Closed  
Skip Thursday @ TractorSupply.com  
BLACK FRIDAY: 6am-9pm  
SATURDAY: 6am-9pm  
SUNDAY: 6am-7pm

**Wed-Sun Deals**

**\$30 OFF** MEN'S & WOMEN'S MUCK BOOTS  
EXCLUDES BIRD WORK  
WHILE SUPPLIES LAST • NO OTHER DISCOUNTS APPLY

**SAVE \$100**

**\$199<sup>99</sup>** 10 FT. JOURNEY FISHING KAYAK  
• 1 seat and 2 B&W mount rod holders  
• Includes paddle (200000)

**SAVE \$150**

**\$90 VALUE**  
FREE ASSEMBLY & HYDRAULIC FLUID  
WITH ALL LOG POWERED LOG SPLITTERS

**\$849<sup>99</sup>** 25 TON COUNTRYLINE® LOG SPLITTER  
• 3 year residential & nonresidential warranty  
• 3 year engine warranty, 1 year hydraulic warranty  
• Refer to Tractor Supply for specifications 1122005

**SAVE \$300**

**\$699<sup>99</sup>** 64 GUN CANNON® FIRE SAFE  
• 10 in. H x 24 in. W x 24 in. D, 314 lbs.  
• 60 minutes of fire protection @ 1,200° F  
• Limited lifetime warranty 1122005

**SAVE \$3** BONUS BAG 2 LBS. FREE

**\$199<sup>99</sup>** 50 LB. BONUS BAG PEDIGREE® ADULT COMPLETE NUTRITION DOG FOOD  
S000100 10 STORE ONLY

**SAVE \$6** BONUS BAG 2 LBS. FREE

**\$159<sup>99</sup>** 52 LB. BONUS BAG PURINA® ALPO® DOG FOOD  
Come & Get It! Colossal Classics 1144140  
Prime Cuts® 8123438 10 STORE ONLY

**48 for \$20** 5.5 OZ PURINA® FRISKIES® CANNED CAT FOOD  
Assorted Flavors 10 STORE ONLY  
SELECTION MAY VARY BY STORE

**SAVE \$4.32**

**\$99<sup>99</sup>** MR. HEATER® BIG BUDDY HEATER WITH BLOWER  
• 4,000 to 18,000 BTUs  
• Heats up to 400 sq. ft.  
• Uses less 1 lb. cylinder or 20 lb. cylinder & hose kit sold separately 2123403

**FRIDAY ONLY SPECIALS INSIDE GREEN PULLOUT**

**For A Limited Time,  
Combine Your \$300  
Farm Bureau Incentive  
With Rebates Up To**

**\$1,400**

**Farm Bureau®**

**POLARIS®  
RIDE INTO  
SUMMER  
SALES EVENT**

# Challenge #4: Juggling (and Nudging) Multiple Prospects

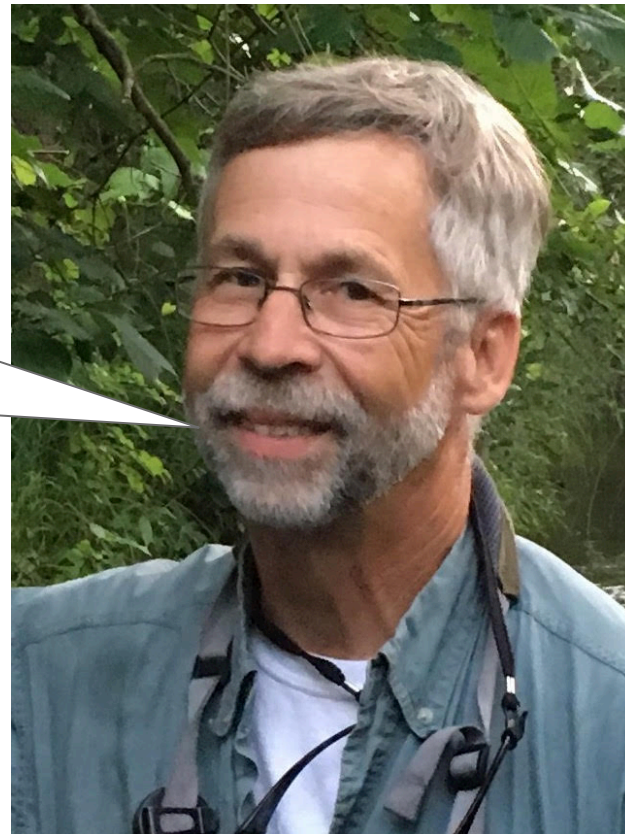


# In Their Own Words

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

Greg Potter

Trout Unlimited





James DeDecker

Michigan State University Extension

I do not expect the grower to take the reigns... **It is my responsibility to carry the relationship forward.**





I have the right  
attitude for this  
work!

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!